# Open questions answer model 28 Jan 2021

Question 1

This question is based on the paper ` Molina-Castillo, F. J., Lopez-Nicolas, C., & de Reuver, M. (2020). Mobile payment: The hiding impact of learning costs on user intentions. Journal of theoretical and applied electronic commerce research, 15(1)’.

“New technologies often create learning costs for consumers. Learning costs are the time and effort to acquire and process information on how to use a new technology. However, from existing studies, it is not so clear how these learning costs affect intentions to use the technology. One theoretical idea is that high learning costs make a person think that the technology is less valuable, which in turn reduces their intention to use that technology. “

1. Formulate a **descriptive** (!) research question about the concept of learning costs (2 points)

Answer:

* Any research question of one sentence that would produce a description of the concept learning costs
  + Example: What are learning costs [for new technologies]?
* Any research question of one sentence that would produce a description of classes / types of the concept of learning costs
  + Example: What classes / types / sorts of learning costs exist [for new technologies]?

2 points

Deduct points if:

* Question contains more than one sentence (-1 point)
* Unfocused / unclear research question (-1 point)

Incorrect answers (0 points):

* A research question that is exploratory (how can we explain learning costs, why do learning costs occur)
* A research question that is explanatory (what is the cause of learning costs, how do learning costs affect intentions to use / perceived value
* A research question that is prescriptive / normative / aimed at policy (how to reduce learning costs)
* A question about the relationship between concepts, or how one concept affects the other

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| **Type** | **Examples** |
| Descriptive | * What is X? * In what classes can X be distinguished? |
| Exploratory | * Why does X happen? * How can X be explained? |
| Explanatory | * What is the cause of …? * To what degree do factors X1, X2 explain Y? * How does Y depend on X? |

Question 2

This question is based on the paper ` Molina-Castillo, F. J., Lopez-Nicolas, C., & de Reuver, M. (2020). Mobile payment: The hiding impact of learning costs on user intentions. Journal of theoretical and applied electronic commerce research, 15(1)’.

“Data used in the study was obtained from a convenience sample, containing 463 students of a major Spanish university. A reviewer criticizes the use of a convenience sample because it reduces external validity. “

2a. Please explain why low external validity is a problem, in general.

Answer:

* The findings from the study may not hold for a broader population
* The findings from the study may not hold in other settings
* The findings from the study may not be generalizable
* The sample does not represent the population

Any of the answers above is worth 1 point

2b. The authors respond that they could not use probability sampling, since they lack a sampling frame. Please explain why this response is **incorrect**. (2 points)

Answer:

* Systematic sampling is a form of probability sampling, which does not require a sampling frame
* Or a more textual explanation: Even though there is not a list of all the students in the university, the researchers could still have attempted probability sampling. For instance, by asking every nth student they meet to fill out the survey
* The sampling frame could be requested from the university / The sampling frame is the university

Any of the answers above is worth 2 points

Incorrect answers (0 points):

* You could take a random sample from the 463 students (this is not a solution because the 463 students was a convenience sample to begin with)
* Simple randomized sampling can be used (this is not an answer to the question because this form still requires a sampling frame)

## *Question 3*

Case study protocols contain four essential elements.

1. Describe three of the four essential case study protocol elements.
2. Explain at least one core choice within each element.

(max. 120 words)

Correct answers

A case study protocol should have four sections (the student can mention three out of those four):

* Section A: an overview of the case study (0,5 point)
  + + at least one of the following (0,5 point):
    - Objectives and auspices
    - Case study issues
    - Relevant readings about the topic being investigated
* Section B: data collection procedures (0,5 point)
  + + at least one of the following (0,5 point):
    - Procedures for protecting human subjects
    - Identification of likely sources of data
    - Presentation of credentials to field contacts
    - Logistical reminders
* Section C: protocol questions (0,5 point)
  + + at least one of the following (0,5 point):
    - The specific questions that the case study researcher must keep in mind in collecting data
    - The potential sources of evidence for addressing each question
* Section D: a tentative outline for the case study report (0,5 point)
  + + at least one of the following (0,5 point):
    - Format for the data
    - Use and presentation of other documentation
    - Bibliographic information

Max 3 points.

Reduction of points

For each protocol section: only if both the protocol section and at least one of the core choices within each protocol section (the bullets) is mentioned, 1 point is given. If only the section is mentioned 0,5 point is given. If the student writes ‘an overview of the case study’ without mentioning ‘Section A’ that is also fine.

Incorrect answers

- If only the core choices are mentioned without the section, no points are given.

## *Question 4: Qualitative analysis / coding (2 points)*

The following text fragment comes from an interview with Facebook CEO Mark Zuckerberg for ‘Good Morning America’. Read the following text fragment.

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| Mark Zuckerberg: *“Well, yeah. I think in a lot of ways, over the last few years, we have changed, significantly, how we've run the company. We are, you know, dealing with a lot of major social issues, right, everything from policing harmful content, to protecting the integrity of elections, to making sure that data privacy controls are strong. And the big journey that we've been on, over the last few years, is really getting much more proactive about seeking out where there might be issues and making sure we're investing appropriately to handle them. You know, we now are doing way more on each of those fronts, in order to identify issues that come up and get ahead.”*  Source: ABC News (2019). Interview with Facebook CEO Mark Zuckerberg: Transcript. Retrieved January 12 from <https://abcnews.go.com/Business/interview-facebook-ceo-mark-zuckerberg-transcript/story?id=62152829>. |

A researcher is interested to know what major social issues Facebook is dealing with. She defined a coding category called ‘social issues’. Suggest two codes that fall within this coding category.

Correct answers

Two of the following codes (1 per line at most):

* Content policing / policing harmful content (1 point)
* Integrity / integrity protection / election integrity (1 point)
* Privacy / data privacy / privacy controls / data privacy controls (1 point)

Explanation: Zuckerberg stated that Facebook is dealing with a lot of social issues, including “*everything from policing harmful content, to protecting the integrity of elections, to making sure that data privacy controls are strong*”.

Incorrect answers

- No points are given if a sentence or fragments from the text is mentioned instead of a short code (no more than three words – ideally a single word or combination of two words). Codes need to be *derived from* these sentences.

- The codes are mentioned on the same line (e.g. privacy and data privacy controls are mentioned both).