# Open questions 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)

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.

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)

## *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)

## *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.