UNIVERSITY OF MALAYA

TEST FOR THE DEGREE OF MASTER OF DATA SCIENCE / MASTERS OF INFORMATION TECHNOLOGY MANAGEMENT

ACADEMIC SESSION 2019/2020: SEMESTER II

WOX7001: RESEARCH METHODOLOGY

June 2020 Time :9am-5pm

INSTRUCTIONS TO CANDIDATE:

Answer **ALL** questions.

(This question paper consists of 1 question on 3 printed pages)

This test reflects the activities of doing a research proposal in WOX7001 course.

1. There are **FOUR (4)** research intents as appended in Appendix A. Choose only **ONE (1)** research intent to answer the following questions:
2. Based on your chosen research intent, write:
3. the research problem
4. **THREE (3)** research objectives
5. the research questions
6. the research deliverables / output
7. For the literature review, find **TWO (2)** articles that is appropriate for your research proposal.
8. Justify why these articles were chosen by writing down the relevant phrases / rephrase / critical analysis from the articles with proper citation.
9. Provide references for these articles using UM IPS guidelines.
10. Discuss a suitable research methodology to be used for this research intent.
11. Describe the data source and data type.
12. State **FOUR (4)** keywords suitable for the research proposal.
13. Give a title for the research proposal.

(15 marks)

END

Appendix A

Choose only **ONE (1)** research intent.

Research intent 1:

Social media has become an effective tool for sharing information but it has also been misused by some users as a means of spreading hatred, defamation and misinformation. This digitalized world has created an opportunity for them to misuse these technologies and harass and bully others. There have been several types of research done using text classification, object detection etc. A study by Cyber Security Malaysia and The Education Ministry of Malaysia found that in 2013 that 13 per cent of 9651 students from 459 primary and secondary schools across Malaysia claimed to be victims of cyberbullying while 26 per cent of respondents had experienced cyber-harassments.

Research intent 2:

The impact and importance of curriculum delivery in higher learning institution cannot be over-emphasized. There are numerous factors that affect curriculum delivery in learning environments. Factors that influence curriculum delivery positively are known as drivers. Nowadays there are many useful learning systems and tools capable of aiding and fostering learning in higher learning institutions. Many researchers have been carried out on the improvement and integration of Information and Communication Technologies (ICT) into educational practice.

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Research Intent 3

Mobile government (m-government) refers to the utilization of wireless and mobile technology as a new channel to deliver the services to all parties involved in e-government including citizens, businesses and all government agencies. M-government enhances the delivery of public services by making them available “anytime, anywhere”. However, despite the usefulness of utilizing mobile government services, such services are not easily accepted by the citizens, especially in developing countries.

Research Intent 4

Customers’ satisfaction is important to many companies. However, a complaint from a customer usually highlights problems either with the companies’ products or services; hence by knowing the root cause of these problems it enables the company to understand the customers better in terms of the customers’ psychology, requirement, and the importance of customers’ expectations from the organizations, Customers’ complaint occurs when the customers are not happy nor pleased towards the products or the services delivered by an associated company.