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**ASSIGNMENT COVER SHEET**

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| PROGRAMME | : | Masters in Business Analytics | | |
| SUBJECT CODE AND TITLE | : | BAA5023 - Business Research Method | | |
| ASSIGNMENT TITLE | : | Critically Analytical Essay (Qualitative) | | |
|  |  |  | | |
| LECTURER | : | Dr. Aaron Aw Teik Hong | ASSIGNMENT DUE DATE: | 12th of April 2024 |

STUDENT’S DECLARATION

1. I hereby declare that this assignment is based on my own work except where acknowledgement of sources is made.
2. I also declare that this work has not been previously submitted or concurrently submitted for any other courses in Sunway University/College or other institutions.

[ Submit “Turn-it-in” report (please tick √): Yes \_\_√\_\_ No \_\_\_\_\_]

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| NO. | NAME | STUDENT ID NO. | SIGNATURE | DATE |
| 1. | Harresh Ragunathan | 19076090 | HARRESH | 11th of April 2024 |

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APPROVAL FOR LATE SUBMISSION OF ASSIGNMENT (If applicable)

IF extension is granted, what is the revised due date? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Lecturer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Marks and / or Grade Awarded: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ADDENDUM**

**USE OF ARTIFICAL INTELLIGENCE (A.I.) DECLARATION**

Students are allowed to use AI to support completion of assessments. However, students are reminded to do so ethically and transparently. This is so that (a) submissions can be fairly and accurately marked; and (b) feedback can be provided on the content that reflects student ability, in order to help with future submissions. Students are also reminded that in accordance with the University’s Academic Malpractice Policy, Item 4.11.2, “*… the representation of work: written, visual, practical or otherwise, of any other person, including another student or* ***anonymous web-based material*** *[emphasis added], or any institution, as the candidate’s own*” is considered malpractice.

**Declaration**

[ √ ] I / We used the following A.I. tools to produce content in this submission:

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| **Tool** | **Purpose** | **Prompts** | **Sections where AI output was used / Outcome(s) in the submission** |
| *ChatGPT* | * *Used to brainstorm ideas during preliminary stages of the assignment* * *Used to summarize journals to identify key points* |  | *N/A* |
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*Note: Add additional rows if necessary.*

**OR**

[ ] I / We did not use any A.I. tools to produce any of the content in this submission.

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**INDIVIDUAL ASSIGNMENT**

**CRITICALLY ANALYTICAL ESSAY (QUALITATIVE)**

# Research Approach

The following study was conducted through subjective analysis from listening to samples of music. Hence, this study utilizes the qualitative research approach, specifically by listening to 50 Turkish songs, within the rap genre, that reflect alcohol and drug subculture within the content or meaning. These songs were selected from YouTube using purposive sampling until data saturation is achieved (Arslan & Kırlıoğlu, 2019). Purposive sampling represents a group of different non-probability sampling techniques which relies on the judgement of the researchers (Neetij & Bikash Thapa, n.d.). Furthermore, data saturation is achieved when enough information is retrieved and retrieving any more information will not benefit the study. Failing to reach data saturation may impact the study negatively as it questions the validity of the study (Patricia et al., 2015). Considering that this study utilizes the qualitative research approach, this study uses in-depth analysis to understand phenomena as opposed to retrieving quantifiable or measurable data. In this case, the researchers analyzed these samples by identifying the main themes and sub-themes regarding expressions of substance abuse.

# Research Paradigms

The research paradigms applied in this study are constructivism and interpretivism. Constructivism is a paradigm that views social reality as subjective; in other words, a social construct, which brings emphasis on the role of qualitative research through interpretation, exploration, and discovery of new concepts and constructs (Chandra & Shang, 2017). As social reality is subjective, there are no objective criteria in assessing the truthfulness of certain knowledge claims such as social and cultural knowledge claims (Ramoglou & Tsang, 2016). In this study, the researchers explore alcohol and drug subculture as a phenomenon that has been socially constructed, acknowledging that this subculture possesses their own music, beliefs, and how they deal with certain problems. The researchers make it known that they accept that there is no one definitive way of life. Furthermore, the researchers interpret Turkish rap songs that express drug subculture by analyzing the lyrics to unveil meanings conveyed by the artists. As a result, the researchers understand and recognize that these interpretations are heavily influenced by social, cultural, and personal contexts of the artists and audience.

On the other hand, interpretivism is a research paradigm that is primarily concerned with the in-depth variables and factors of a given context (Alharahsheh & Pius, 2020). The general objective of interpretivism is to work with and understand these subjective meanings that already exist in the social world, utilizing them to further theorize (Goldkuhl, 2012). In the case of this study, the researchers examine the Turkish rap songs that express drug abuse to gauge a better understanding of drug subculture as a form of expression. They focus on the themes, content, and meanings of the songs, and they are based on individual experiences and perspectives. In addition, the researchers aim to understand the phenomenon of drug subculture expressed through Turkish rap songs and they aim to unveil the underlying connotations conveyed by the songs. Given that, the researchers are able to understand the social context and individual perspectives that contribute to the drug subculture. Furthermore, they are also able to interpret the messages conveyed by these songs.

# Strengths of the Research Approaches

It is evident that this study has many strengths regarding their research approaches. One strength is the researchers’ contextual understanding of the phenomenon of drug subculture within music. They achieved this by analyzing the Turkish rap songs and interpret the expressions relating to drug and alcohol addiction while taking the context of cultural norms, values, and social behavior into consideration. Interpreting data while taking into account of the context is important as it may give the researchers a better understanding of why events occur, while also taking into account that the outcome may be different within different contexts (eg. different countries or genres).

The researchers’ use of data saturation is another strength of their research approach. By achieving data saturation during data collection, the researchers have ensured that they gathered the most amount of data possible, until no new information appears from the analysis. Data saturation benefits the study as it keeps the data collected concise and relevant to the study. Capturing a comprehensive extent of expressions within Turkish rap songs related to drug subculture keeps the study credible and improves its validity.

Lastly, by using both constructivism and interpretivism as research paradigms, the researchers are able to identify the nature of human experiences and interpretations. Since the researchers put attention to the subjective connotations and interpretations of the Turkish rap song lyrics by the artist and target audience, they are able to represent a diverse set of perspectives within the drug subculture. They achieve this by using interpretivism as reality is understood subjectively and they understand that there are multiple realities in a given context (Wijesinghe, 2011). By performing subjective interpretation, this study possesses an enhanced comprehension of the complexities of drug subculture.

# Weaknesses of the Research Approaches

Although there are a variety of strengths in this study, there are also a few weaknesses regarding their research approaches. First of all, the research paradigm of constructivism possesses some limitations. Since constructivism as a paradigm views social reality as subjective, the researchers may face difficulties as epistemological and ontological claims may be challenging to separate (Olssen, 1995). Additionally, these claims rely heavily on interpretation, meaning they are subjective which may be prone to interpretation bias, as different individuals may interpret the data in a different way.

The use of interpretivism also possesses some limitations similar to that of constructivism. Interpretivism emphasizes the use of subjective interpretation, which usually results in lack of objectivity and suggests that interpretivism is not a form of critical realism (Hay, 2011). As the researchers did not use measures to alleviate subjectivity, the study possesses a risk of bias.

Lastly, this study had a lack of participant perspectives. This study was solely based on the perspectives of two researchers, the study is not able to gain perspectives from a larger sample size. By collecting data from a larger sample size, the researchers are about to gauge different perspectives and interpretations from different demographics regarding expressions of drug subculture within Turkish rap songs.

# Recommendations for Future Research

This study may be improved in the future by using diverse sampling methods, addressing subjectivity, and extending the scope of analysis. The researchers in this study solely relied on purposive sampling of Turkish rap songs on YouTube. It may be beneficial to utilize more sampling methods such as random sampling or systematic sampling. Furthermore, the researchers could sample from other sources such as streaming platforms or even interviews with artists themselves.

In terms of addressing subjectivity, the researchers could have more participants’ opinions and thoughts about the Turkish rap songs, as this study is solely based on the two researchers’ analysis. By involving more participants, the researchers are able to interpret and analyze more perspectives, further improving the validity of their findings.

Lastly, the researchers could extend their scope of analysis by also focusing on different genres of music, countries, and subcultures. Since this study solely focuses on Turkish rap songs and drug subculture, it may be beneficial to explore other genres of music to gauge a better understanding of other perspectives within music as an artform.

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# Appendix

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