Quiz 1

Q1) Research is: * 2/2

○ a. readily available information compiled and sold by various companies

◉ b. a discerning pursuit of the truth

○ c. an electronic inventory of organizational knowledge

○ d. a contract between the researcher and the client

○ e. necessary for good decision making

Q2) Which is NOT a factor that has changed the way research is done? * 2/2

○ a. rise in literacy

○ b. industrial revolution

○ c. advances in transportation

◉ d. ability to replicate results

○ e. expansion of commerce worldwide

Q3) A research project is said to be _____ if another researcher could
produce the same results using the identical procedures employed by the
original researcher. *

○ a. ongoing

○ b. formal

○ c. applied

◉ d. replicable

○ e. basic

Q4) Which one of the below considered as the worse title? *

○ a. An Exploratory Study on Uber, GrabCar, and Conventional Taxis in Kuala Lumpur

◉ b. Ride-Sharing

○ c. Impact of Carpooling on Fuel Saving in Urban Transportation: Case Study in Kuala
Lumpur

○ d. Adoption of E-hailing Applications: A Comparative Study between Female and Male
Users in Thailand

○ e. Impact of COVID-19 pandemic on online learning

Q5) Which of the following statement is CORRECT? * 0/2

◉ a. We include all the papers we have read (both cited and not cited) into the list of references.

○ b. We can use different referencing styles (e.g.: IEEE and Harvard) in a same research paper.

○ c. We summarize the structure of the paper in the introductory section.

○ d. We can copy the sentences of other works and paste into ours, as long as the papers are being cited.

○ e. It is not mandatory to include a reference list for the papers you have cited at the end of your assignment.

Correct answer

◉ c. We summarize the structure of the paper in the introductory section.

Quiz 2

Q1) A(n) _____ poses an issue of interest to the researcher and is related to the specific decision faced by the company. *

○ a. hypothesis

○ b. theory

○ c. data point

◉ d. research question

○ e. decision process

Q2) A(n) _____ is a formal statement of some unproven supposition that tentatively explains certain facts or phenomena. *

◉ a. hypothesis

○ b. theory

○ c. data point

○ d. research question

○ e. decision process

Q3) The statement, "Advertising is positively related to sales", is an example of: *

◉ a. a hypothesis

○ b. a theory

○ c. a normative decision rule

○ d. behavioural learning theory

○ e. a descriptive theory

Q4) A formal document summarizing what the problem is, how it will be investigated, how much it will cost and how long the research will take to complete is called a(n): *

◉ a. research proposal

○ b. theory

○ c. hypothesis

○ d. normative decision rule

○ e. brief

Q5) .... is a clear, precise and succinct statement of the question or issue that is to be investigated with the goal of finding and answer or solution. *

○ a. hypothesis

○ b. literature review

◉ c. problem statement

○ d. research questions

○ e. research title

Quiz 3

✓ 1. Which of the following is NOT a characteristic of a good research topic? *   2/2

○ a. The research is developed from a sound theoretical base.

○ b. The research is of interest to both the sponsor and the researcher.

◉ c. The hypotheses are supported.   ✓

○ d. Resource requirements in terms of time, finance and data access are well understood early in the research process.

○ e. The research problem is well defined and the research questions and objectives that flow from it are specific and possible to address through a rigorous research design.

✓ 2. Which of the following are resource requirements necessary to achieve the desired outcomes of a quality research topic? *   2/2

○ a. Knowledge

○ b. Finances

○ c. Access to needed data

○ d. Time

◉ e. All of the above   ✓

✓ 3. Which of the following is a contribution of the literature review? *   2/2

○ a. helps define the research problem and clarify your research questions

○ b. provides a background of the major issues

○ c. suggests potential hypotheses

○ d. identifies research methodologies

◉ e. all of the above   ✓

✓ 4. Which of the following is NOT a guideline for planning a literature   2/2
search? *

○ a. Define the scope of your subject area.

○ b. Decide on what geographic area will be studied.

○ c. Identify which disciplines must be examined.

◉ d. Exclude applied/business sources at the early stages of your literature review.   ✓

○ e. Identify the languages relevant research is likely to be published in and which ones you will be able to either read yourself or have translated.

✓ 5. _____ rephrase research issues into a form that is researchable. * 2/2

○ a. Symptoms

◉ b. Research questions ✓

○ c. Interrogatories

○ d. Heuristics

○ e. None of the above

Q1) The purpose of this study is to examine the impact of students' self-esteem on social interaction for high school students in Madison Metropolitan School District. Answer the following questions:

i) Identify the independent variable.

Self esteem

ii) Identify the dependent variable.

Social Interaction

iii) Who are the participants in this study and where are the respondents located?

Participants: High school students

Location: Madison Metropolitan School District

iv) Why we need to write a research question for this study? Give TWO (2) reasons.

Any 2 of the following answers (other correct answers are acceptable)

Research questions can be designed:
- to evaluate a theory
- to compare two or more theories
- to address a practical problem
- to resolve inconsistencies in the literature
- to replicate a prior study
- to investigate a particular question that has not yet been studied

Q2) Toyota, a famous car manufacturer would like to test the safety of their newly developed safety features in car. They want to determine in which car the crash test dummy receives the least amount of damage. What is the dependent variable (DV) and independent variable (IV)?

Dependent variable: Amount of damage to the dummies

Independent variable: type of car

Quiz 5

Q1) Define the term secondary source of information and list down at least 2 databases available at TAR UC library.

Answers may vary.

Secondary sources are based on or about the primary **sources**. For example, articles and books in which authors interpret **data** from another research team's experiment or archival footage of an event are usually considered **secondary sources**.

Database: (Any database available in TARUC E-library)

i) Ebsco

ii) Emerald

Q2) A researcher is interested in finding out why students at ABC college have decided to study Computer Science. He is going to use a self-report questionnaire.

a) Explain two strengths in using closed questions in this study.

It is easier and quicker for respondents to answer. The answers of different respondents are easier to compare. Answers are easier to code and statistically analyze. The response choices can clarify question meaning for respondents.

b) Evaluate the use of opportunity/convenience sampling in this study.

Uses people from target population (students at this college) who are available at the time and willing to take part. It is based on convenience. An opportunity sample is obtained by asking members of the population of interest if they would take part in in this research.

Quiz 6

Answer all questions based on this study:

A researcher, Prof Alice Matthew wishes to carry out a research to find out the possible connection between playing computer games with the individual's study performance at Bestari University.

Q1) Construct a research question for this study and justify the importance of writing a good research question.

Any correct research questions are acceptable.

Importance (Answers may vary)

The purpose of writing the research question is to make sure the content of the research are consistent or match with the title or case study selected. The research question also provides the clear path or track of the research study through the whole process.

Q2) Identify the independent variable of the research.

students' hobby of playing computer games.

Q3) Identify the dependent variable of the research.
learning achievements in Game Design courses.

Q4) Discuss the steps to analyse the data collected from open-ended questions of the research.

(The steps below are the guidelines. Answers may vary)

i) Read couple of response

ii) map out few general categories

iii) create sub-categories

iv) double check and re-categories

v) and last is put in number.

Quiz 7

Answer all questions based on this study:

A researcher, Prof Oliver Jensen wishes to carry out a research to find out the possible connection between two Social Networking Service, Instagram and Twitter with the community engagement. The study is to know the community's cultures and institutions, its health needs, and challenges.

Q1) Explain TWO (2) weaknesses for collecting the data through closed ended questions in this study.

(Answers may vary)

- Many options may confuse the respondent.

- May not have the exact answer the respondent wants to give

Q2) Discuss your understanding of Cronbach's alpha test and provide an example to apply this test in this study.

Cronbach's alpha is one of the commonly used measure to assess the reliability, or internal consistency of a set of test items.

Any correct examples are acceptable.