SUMMATIVE RESEARCH ASSIGMENT

ST10090552

Muhammed Saad Essop

YEAR 2023

WORD COUNT: 5291

Research summative assignment

Question 1

1.1

Article 1:

- The paradigm I identified is the <u>critical realism paradigm</u>
- Motivation:
 - The study was done using a mixed method approach which is commonly found in critical realism and this was done by using online and semi-structured interviews data was analysed using statistical analysis and thematic analysis which challenged the day-to-day view that the space you are in does not matter when it comes to therapy (Sinclair, 2020) (paragraph:3.1,4.1,4.2,5.2)
- This is a study done on the space and the importance of space within the therapy room and how it impacts both the clients and the therapists and thus is a concurrent triangulation design (Creswell et al., 2003) which means separate but correlating collection of data (Sinclair, 2020)
- The paradigm critical realism is the method of focusing on non-human aspects/objects(positivism) which in this case is the space in which and the associated objects within the room of the therapists and shows how the social, subjective and impact on people is (interpretivism) which is combined in a to show the impact of spaces on people which is stated in the study as the study is on how space around people impact them (Sinclair, 2020) (Crossman, 2019)
- Another characteristic of critical realism is that it uses a mixed methodology which is found in the article as it uses both quantitative and qualitative studies (Crossman, 2019)

Article 2:

- The paradigm I identified is the interpretive paradigm
- Motivation:
 - The Hong Kong reviewers use an exploratory study as they are gathering subjective data from children which is not an easy task thus, they use qualitative methods which is a primary concept of this type of study (Chan, 2021)
- <u>Interpretivism</u> is focused on the objective that people have different effects, abilities and opinions in turn states that people do not behave according to a completely objective basis and the article shows that by stating the impact of marketing with children as some responded positively and some negatively thus having different views and this was done using methods of having kids watch ads and answer questions (Chan, 2021)
- However, there are some limitations to this which is it can be heavily subjective and this can
 question the validity and reliability of the data as there's less of an objective standpoint (F Du
 Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.34-p.38)

Article 3

- The paradigm I identified is the positivism paradigm
- Motivation:
 - The study was done to check the cause and effect of the use of AI and its adoption within the accounting industry as well as the readiness and literacy of the people using the AI this was done through empirical research which is a sub-methodology of quantitative and is found in positivism (Damerji and Salimi, 2021)
- This research looks at numbers and statistics to understand the level of computer literacy as
 well as mediation, acceptance and technological readiness and states that based on the data
 strategies can be implemented to overcome the challenges where the shortfalls are such as
 computer literacy as seen in society which is the purpose of the study (Damerji and Salimi,
 2021)
- Positivism allows for society to be improved by studying the cause and effects of things
 within society and by using the data to sway the direction towards the more objectively
 better approach which in this case is getting people to an acceptable state of readiness to
 use advanced systems in accounting (F Du Plooy-Cilliers, Davis and Rose-Marié
 Bezuidenhout, 2021, p.31-p34) (Damerji and Salimi, 2021)

QUESTION 1.2

QUESTION 1.2.1

ARTICLE 1

MIXED METHOD APPROACH

The method underneath the mixed method is both quantitative and qualitative therefore it incorporates both sides of an argument which allows for a clearer picture and therefore is both subjective data (qualitative survey data from NHS and non-nhs using transcripts) and objective data (quantitative survey data from the NHS using statistics and descriptive analysis) (Sinclair, 2020) (paragraph:3.1,4.1,4.2,5.2)

- The qualitative data was done by 2 methods which is open-ended questions allowing for the participant's interpretation of things using semi-structured surveys and online surveys and the second was done through transcripts of the interviews of the participants using Braun and Clarke's (2006) approach however can be also done using a systematic paper review for objective data and surveys or rated experiences for subjective data (Sinclair, 2020) (paragraph:3.5,3.4,4.2)
- The quantitative data was collected via a Likert questionnaire which was then analysed into statistical data the second source of the data was gained from surveys that were done online and were analysed for descriptive statistics and analytical statistics in the differences however this can also be done via systemic reviews of experiment papers or gained from provable experiments themselves (Sinclair, 2020) (paragraph:3.4,5.2)

ARTICLE 2:

- qualitative methods
- The article uses a <u>subjective approach</u> as it is a sub-method of qualitative as such the researchers put the kids through rounds of media ads and when that was completed they were asked a specific set of questions that was audio recorded and then transcribed and to understand the data, it was processed using open coding and then coded using axial coding which established the connections in the data however due to the nature of the questions they are deemed subjective and therefore qualitative (Chan, 2021,p.109-p110)
- The study's data focus was on <u>interviews</u> which were done through <u>face-to-face methods</u> in public spaces which is a direct quality of qualitative methodology (Chan, 2021)
- The article examined the interpretation and experiences of advertisements on kids which is
 a <u>subjective point of view aka their experiences</u> and therefore also a behavioural one which
 makes this study a <u>social study</u> and therefore a direct correlation to <u>interpretivism and by</u>
 <u>extension qualitative methodology (Chan, 2021,p.110)</u>

Article 3

- Quantitative methodology
- This method shows the relationship of effects between people and technology specifically AI
 by analyzing the readiness, acceptance, and user perceptions utilizing and representing
 statical data in forms like graph1 showing the process of mediation or table 1 which shows
 scores on an educational level which uses algorithmic terms such as the nth number which is
 specific to statistics and by extension quantitative methods (Damerji and Salimi, 2021)
- This is a study of the adaption to AI and the effects of its adoption as well as the challenges
 therefore of which makes it a positivism paradigm as it studies the effects and causes and by
 extension quantitative methodology (Damerji and Salimi, 2021, p109-p.110)
- Data was obtained through an online questionnaire which can be a method of getting data through quantitative means and another would be to experiment to see how many places have successfully adapted to AI and why and why not (Damerji and Salimi, 2021, p.114)

Question 1.2.2

ARTICLE 1

- Pragmatic research type
- The study uses this method as it uses both quantitative and qualitative methods to explain, understand and predict the nuance of how space affects people both objectively and within their experience thus it takes a middle approach is pragmatic (Sinclair, 2020) (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.90-91)

ARTICLE 2

- Exploratory research
- The study uses this method as it seeks to study the effect of advertisement and product placement on children which means the researchers are trying to see why it is a social study and is flexible therefore it is exploratory (Chan, 2021) (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.85-86)

ARTICLE 3

- Correlational research
- This study uses this method as it seeks to establish the relationship between perceptions
 that mediate the relationship between technological readiness and accounting students by
 using the correlational statistic test which means this is correlational research (Damerji and
 Salimi, 2021) (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.88-89)

QUESTION 1.3.1

ARTICLE 1

• TARGET POPULATION:

The target population was the clients and therapists of the NHS (Sinclair, 2020, paragraph 5.1)

• Accessible population:

The review paper had 80 students though the paper in question only had 24 clients and 21 therapists involved with ages varying for clients between 18-64 and therapists 25-64 (Sinclair, 2020, paragraph 5.1)

• Population parameters:

Must be a qualified mental health care professional with a minimum of 2 years of experience

Be part of an organisation (NHS or similar)

Clients must be 18 years or older and must have six sessions or more of ongoing therapy Exclusions:

The client does not have ongoing therapy

No trainees (Sinclair, 2020, paragraph 3.3)

Unit of analysis:

The unit of analysis is individual as its questionnaires and the particulars are client and therapists which means that the focus is on the data of the individual (Sinclair, 2020, paragraph 3.3)

Sampling method:

Participants were recruited through survey URLs for therapists and posters for NHS non-workers while for clients this was done through an advert placed on Facebook and this was done within the methodology of opportunity, purposive and snowball sampling which is the process of finding people who are just available and have the time and willing and is considered a non-probability method,2)this is a more strict method where you look for specific types of people and characteristics which are specific to the research objective, 3)this is the process of getting already recruited people to find more people like themselves thus allowing for a similar group of participants (Sinclair, 2020, paragraph 3.3)

ARTICLE 2

TARGET POPULATION:

The target population was the children of Hong Kong (Chan, 2021, p.106)

• Accessible population:

30 children, ages 10-12 within grade 5 and 6 and spoke Cantonese and English (Chan, 2021, p.109)

• Population parameters:

children in school

children pre pre-high school

written consent request from parents

interviewers trained in qualitative methods (Chan, 2021)

• Unit of analysis:

This is a unit of individual and observation (interviews) which means the data is focused on the response data and the individual data (Chan, 2021, p.109 - p.110)

Sampling method

The children were recruited through personal networks the methodology used was non probability quota sampling which is the method that uses predetermined number or group size based on a set pre-determined range of characteristics which allows for a more controlled and consistent group called a stratum (Chan, 2021) (Nikolopoulou, 2022)

ARTICLE 3

• TARGET POPULATION:

2 university's which is 824 accounting students (Damerji and Salimi, 2021, p.113-p.114)

• Accessible population:

Only 101 students were used as it was determined sufficient (Damerji and Salimi, 2021, p.114)

• <u>Population parameters:</u>

Had to be accounting students using the accounting software

Reputable and accredited by the WASC

Degree needs to be undergraduate accounting'

Is active in the accounting and auditing industry

Must be in the United States (Damerji and Salimi, 2021, p.114)

Unit of analysis:

Accounting students of United States University's

Sampling method

Voluntary response sampling was used here as the researchers used an online survey platform which meant that any people who signed up for the survey from the accounting Faculty were interviewed and the survey was cut at 101 people (Damerji and Salimi, 2021)

Question 1.3.2

Article 1:

- CURRENT METHODOLOGY (Sinclair, 2020)
 A mix of opportunity, purposive and snowball sampling
- PROPOSED METHODOLOGY

The use of stratified sampling would be better as it allows one to use important traits to categorize people into strata and this will allow for a more accurate data analysis as important affected traits would be taken into consideration such as autism which would be affected more by space and room build than someone who doesn't have autism then this should be combined with Cluster sampling this allows for a wider range of people to be interviewed therefore getting more accurate results (McCombes, 2019) (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.156-159)

ARTICLE 2:

CURRENT METHODOLOGY

The study uses a non-probability quota sampling (Chan, 2021)

PROPOSED METHODOLOGY

The use of purposive sampling would be more suited as the study seeks to understand a specific phenomenon aka how product placement impacts kids which Is used in qualitative methods this means that the sampling method allows the researchers to select subsets of kids that are exposed to media within the hong kong region and thus allowing them to study the kids (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.161-p.164)

ARTICLE 3:

- CURRENT METHODOLOGY Voluntary response sampling (Damerji and Salimi, 2021)
- PROPOSED METHODOLOGY

Simple and stratified would be the best as there are 824 students this means that stratified would allow for the accounting students to be categorized into readiness levels, acceptance, and capability for example while the simple methodology would allow for the researchers to select anyone within 824 students allowing for consistent results

(F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.154-155, p.156-157)

QUESTION 1.4

QUESTION 1.4.1

ARTICLE 1:

- This article uses mixed data collection method (semi-structured interviews, transcripts and survey statistics, Likert scale) (Sinclair, 2020, paragraph 3.2)
- Motivation:

Semi-structured interviews are a qualitative method that asks the clients or therapist for their interpretation and experience of the space they are in and therefore is a subjective method this was coupled with transcripts of the meeting and an online Likert scale which allows the client to tick which answers fit them best and thus is another subjective method, the researchers also used survey data which is a quantitative method and was processed into descriptive and statistical analysis, therefore, this data collection is both quantitative and qualitative (Sinclair, 2020) (Grand Canyon University, 2021)

ARTICLE 2:

- This article is a qualitative data collection method (interviews, transcriptions via audio recording done using open coding and axial coding methods) (Chan, 2021, p.109)
- MOTIVATION:

Face-to-face interviews were done via audio and had a duration of 11-20 minutes At that time, children were asked subjective questions such as perception, interpretation, and similarity thus these are all subjective methods and therefore it is a direct extension of the qualitative collection methodology via interviews(Chan, 2021, p.109) (Simplilearn, 2021)

ARTICLE 3:

- This article uses quantitative data collection methods (computer-administered survey via Qualtrics) (Damerji and Salimi, 2021)
- MOTIVATION:

Online surveys were sent out to the students at the varsity using the Qualtrics platform via link this allowed the students to complete it online however due to the categorisation of it into statistics using closed-ended questions such as AI readiness this survey falls into the objective methodology and therefore is a quantitative methodology (Damerji and Salimi, 2021)

QUESTION 1.4.2

ARTICLE 1:

- CURRENT METHODOLOGY:
 Semi-structured interviews, online surveys and Likert scale responses(Sinclair, 2020)
- PROPOSED METHODOLOGY:

The use of in-depth interviews would allow for the therapist to understand the reasoning and social meaning of the spaces they are in as well as why they like or don't like the way it Is structured and by combining this with experimentation such as recording observational reactions the researchers can understand the subconscious implications as well and by using this method the researchers can also structure questions in advanced based on the group (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021 ,p.331- p.333) (Sinclair, 2020)

ARTICLE 2:

- CURRENT METHODOLOGY: Interviews, transcriptions (Chan, 2021)
- PROPOSED METHODOLOGY:

Due to the target being children the method that would be an alternative would be the use of unstructured interviews focusing on open-ended questions that appeal to the children's feelings and allow them to be put at ease and be more prone to answering as opposed to semi-structured interviews where the children would feel more interrogated therefore this combined with observation the researchers will allow to see the effects of the product placement (George, 2022) (Chan, 2021)

ARTICLE 3:

- CURRENT METHODOLOGY: Surveys (Damerji and Salimi, 2021)
- PROPOSED METHODOLOGY:

In-depth interviews can be used to understand the reasoning behind why or why not accounting students will be using AI within the workplace this allows for the researchers to fully develop pertinent questions not found on a set survey and by combining this with experimentative surveys by seeing how many companies are open to adopting the tech and has the university adopted the AI and how successfully they have done it, this will allow the researchers to understand effects of the adoption, the challenges and what stunted the adoption while surveys allow for large scale data collection quickly it does not give the researchers the full picture into reasoning and capability (Grand Canyon University, 2021) (Damerji and Salimi, 2021)

QUESTION 1.5:

ARTICLE 1:

• This article used descriptive statistics, statistical analysis, and Braun's, and Clarke's (2006) thematic analysis using the six-stage approach which Is the process of the researchers identifying the categories into which the data goes such as in the article, comfort of the room, what does the room mean which Is then followed by an explanation of the data in context to the theme or category and by doing so allowed the researchers to generate patterns and understand the data they are reading such as in the article by science direct of thematic analysis and in turn allows them to identify the perfect cases which is a derivative of mixed method analysis (Sinclair, 2020) (www.sciencedirect.com, n.d.)

ARTICLE 2:

This article used open coding and axial coding which were used to do textual data analysis
this means that the researchers used an initial method to sort the data to uncover specific
patterns and similarities that may relate to the research objective which allowed the
researchers to build concepts then they would build relationships this means that the way
the children spoke to the language used was analyzed which is then based on the context of
the children and the product placement which is a derivative of the qualitative umbrella of
methods (Caulfield, 2019) (Chan, 2021)

ARTICLE 3:

This article used quantitative statistical methods specifically cross-tabulation analyses which
draw relationships between groups of data as per the article it can be seen that the
researcher used several subcategories of data such as readiness, acceptance, and intentions
while using all to draw conclusions as well as the tables are mutually exclusive one can't have
a high readiness but a low acceptance towards AI and this method also allows for
organization into tables as we see each data has its table (Damerji and Salimi, 2021)

QUESTION 2

ARTICLE 1:

QUESTION 2.1.1:

PROBLEM STATEMENT:

The space that therapy sessions are conducted in affects the capability of the person to heal and many therapists are not aware or not trained to set up the practise in a way that's conducive to the client (Sinclair, 2020)

Alternate paradigm: interpretivism (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.34-p.38)

RESEARCH PROBLEM:

Environmental psychology dictates that the environment you are in impacts the capability of the therapy to have an effect on you and often times this is disregarded or not considered and one will often attend therapy in a clinic or a hospital that is void of all proper thought and generally follows a more rigid design and the article looks at this through the mixed methods approach however due to the nature of the study by design it is geared towards a more qualitative approach and therefore in order to understand it the research methodology will be qualitative approach and this will aid the study as the way the space affects people is a psychological process which would be how the client is impacted by the space towards healing which is affected by how the client feels and thus in turn how the client will react to healing and is an interpretative process and qualitative (Sinclair, 2020) (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.34-p.38)

QUESTION 2.1.2:

How does the layout of the room impact the client?

How does the design and colour impact the client?

Does the client feel at ease and capable of opening up?

Does the therapist feel the client is impacted positively?

QUESTION 2.1.3:

OBJECTIVES:

The details and minute details impact the patient experience and feeling therefore it will impact the capability of the patient to understand interpret the therapist positively therefore is the size of the room indictive of the interpretation and thus is the large room perceived as scary and the small room perceived as restrictive? While the lighting of the room impacts the feelings towards the therapist? and are patients likely to feel less open to talking if the sound in the room can be heard outside (Sinclair, 2020)

QUESTION 2.1.4:

DATA COLLECTION METHOD: QUALITATIVE (IN DEPTH INTERVIEWS AND ONLINE SURVEYS)

In depth interviews allow for the collection of large amounts of data within a specific research base this means that the researchers can not only find patterns but understand motivations and reasoning's behind each client's choices and this allows for the use of the data to understand by allowing the client to open and explain their experiences, opinions and feelings this as the focus is on understanding the client this is therefore a qualitative approach and will help to understand the phenomenon of how space affects clients better and the article tends to focus on explaining peoples experiences rather than tabulating it while the online surveys allow for a contrast in the data meaning that the researchers to see how home space vs therapy space impacts the client (Sinclair, 2020) (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021)

QUESTION 2.1.5

DATA ANALYSIS METHOD: QUALITATIVE (TEXTUAL AND CONTENT ANAYLSIS)

Due the nature of the data (surveys, audio transcripts, notes) the better method for data analysis would be context and textual data analysis this means that the researchers would categorise and theme the data to establish connections and relationships as well as to establish the understanding of the wording and what it means to the clients thus understanding the relationship between the space the clients are in and what they say about it which shows the effects of the space (Sinclair, 2020)

ARTICLE 2:

QUESTION 2.1.1

PROBLEM STATEMENT:

In this day and age of media and advertisement product placement has become an everyday occurrence and this can be seen from gaming to TV therefore the product placement can be positive or negative (Chan, 2021)

Alternative paradigm: Positivism – studying the effects of product placement (F Du Plooy-Cilliers, Davis and Rose-Marié Bezuidenhout, 2021, p.31-p.34)

RESEARCH PROBLEM:

The children of Hong Kong are often exposed to daily media be it from school or at home from the tv to video games and this is often seen by parents as unhealthy specially when YouTube is littered with unboxing videos to brand reviews often directly sponsored by that specific brand while studies show the average child has an average of 4 hours a day of media and it has become imperative to keep pace with such trends as to understand them be it positive or negative therefore it has become a need to understand if the marketing tactics are innocent or persuasive by taking a quantitative analysis approach to understanding the media marketing effects on children and how it impacts their perception (Chan, 2021)

QUESTION 2.1.2:

RESEARCH QUESTIONS:

- Do parents see a change in specific behavioural traits?
- Do children behavioural patterns change to coincide with the videos?
- Do children have the psychological capability to identify selling intend and marketing ploys?
- Does marketing teams gather this data off algorithms?

QUESTION 2.1.3:

REASEARCH HYPOTHESIS:

- Product placement affects the way children think allowing for a bias towards such products
- Product placement does not impact children in anyway or form

QUESTION 2.1.4:

DATA COLLECTION METHODS: QUANTATIVE SURVEYS/QUESTIONAIRES WITTH OBSERVATIONS AND SECONDARY RESEARCH

The surveys would allow the researchers to see the differences between the children during the sessions and vs when they were at home while the interview questionnaires would allow the researchers to gain an understanding of the psychological motivation on the kids as well as the percentage of progression this would be done with correlational coding methods such as axial coding methods to categories and find the patters in the data while allowing for it to be put into numbers and factors while the observations would weed out the and fill in the gaps that are found in the survey and secondary research would give the study the ability to compare the level of progression and based off of that deduce the possible effects of the product placement vs older generations (Chan, 2021) (Simplilearn, 2021)

QUESTION 2.1.5:

DATA ANALYSIS METHOD: QUANTITATIVE - DISCRIPTIVE AND INFERENTIAL METHODOLOGY

The method chosen would allow the researchers to describe and understand the data between the past and the present, this would allow the researchers to get an understanding of the current situation and compare it directly to the past and this brings forth the inferential after the descriptive has been applied and by looking at the past data the researchers can then infer and predict possible effects and understand the current effects on the children thus giving a much clearer picture of the whole view as opposed to just one side, this would also show a pattern and rate of change allowing the researchers to give a much more concrete answer (Chan, 2021) (Pedamkar, 2020)

ARTICLE 3:

QUESTION 2.1.1:

PROBLEM STATEMENT:

Understanding the effects of the impact on technological readiness and the subsequent adoption and perception of artificial intelligence within the university of accounting and the students understanding of the future of such technologies (Damerji and Salimi, 2021)

ALTERNATIVES PARADIGM - CRITICAL REALISM

RESEARCH PROBLEM:

The rapid onset of Artificial intelligence has led to many questions being sked such as can the work place accept such advances or can the people be trained to use such technologies or are they willing to learn how to use such technologies while in this day and age many employers have been asking for literacy and capability for such technologies and such understanding the students mentality towards AI and are they ready to adapt towards it as well as their experiences and perception of it as such this study will adopt a mixed methodology in order to understand firstly the number of students that have the capability and the level of readiness and two to understand the reasoning behind the statistics from the human perspective allowing the researchers to deal with lack of readiness or acceptance in both an objective an subjective manner and this will allow the understanding of the effects of AI on accounting work (Damerji and Salimi, 2021)

ALTERNATIVE METHODOLOGY-MIXED METHODS

QUESTION 2.1.2:

RESEARCH QUESTIONS:

- What are the experiences of the students with such technology?
- How has the universities adopted AI technology?
- Does the level of readiness, adoption, acceptance and perception indicate a subjective problem?
- Does the level of readiness, adoption and acceptance in the statistics indicate an objective problem?

QUESTION 2.1.3:

OBJECTIVES:

The aim of the of this research is to understand the impact of AI on students with regards to the work place and in turn how they are impacted by it which would show the percentage of capability of the students to innovate on the technology and the future effect of such technology by analysing the students experiences and fears as well as their mentality combined with the statistics, one can understand the impact of AI on the workplace (Damerji and Salimi, 2021)

HYPOTHESIS:

- Can AI benefit and be helpful to future accountants
- Al cannot be beneficial and would replace the accountants

QUESTION 2.1.4:

DATA COLLECTION METHODS: MIXED METHODOLOGY (QUANTITATIVE AND QUALITATIVE)

QUANTITATIVE:

- Surveys
- Observations

QUALITATIVE:

- In depth interviews
- Surveys with employers

QUANTITATIVE

The survey method will allow researchers to gain large groups of data from people by means of distributing the link to lecturers to give to their classes allowing for a randomised and equal data set and this would allow for a set standard of answers that corresponds to the research statement and this would give the statistics needed to understand the base of what is response to AI and as such the observations gathered will allow for the understanding of how the technology impacts off site work (Damerji and Salimi, 2021) (Simplilearn, 2021)

QUALITATIVE:

The interview method will allow for structured questions that are specific to understanding the students views and perceptions as well as what they struggle in regards to the technology this means that the researchers not only get a clear understanding of the effects but what are the causes of the effects and potentially giving rise to potential studies on how to fix or improve them and in combination with the surveys , the researchers can see how the environment will impact the cause and effect and will also give the trend of impact on adoption rate within the industry(Damerji and Salimi, 2021) (Simplilearn, 2021)

QUESTION 2.1.5

DATA ANALYSIS METHODS: QUANTITATIVE DATA ANLYSIS AND QUALITATIVE DATA ANLYSIS

QUANTITATIVE:

• Descriptive statistical analysis

QUALITATIVE:

• Textual data analysis

QUANTITATIVE:

Due to the nature of the data being categorised into themes the descriptive data analysis would fit better as it breaks down the data and aids in describing the data according to lines of themes this would allow researchers to have this side by side with the qualitative data as they would be complementary or contradictory and given this can also pull past data allowing for true view and potentially predictive results (Damerji and Salimi, 2021) (Jansen and Warren, 2020)

QUALITATIVE:

The use of textual data analysis would allow the researchers to identify key words that repeat statistically and though being qualitative can be found to match the quantitative data and by doing so the qualitative data can be understood via meaning to the students instead of just a number while applying the context of the numbers we can understand the potential efforts on fear , motivation and capability this would allow for a full complimentary or contradictory view between the two and in turn understand the effects (Damerji and Salimi, 2021) (Pedamkar, 2020)

QUESTION 3:

QUESTION 3.1:

ARTICLE 1:

- This article would most likely mixed method data checking (validity/trustworthiness)
- QUANTITATIVE:

The validity of the data was ensured through means of authentic methods and consistency this means that the data was gathered using standardised questions that were and when these were set, they were piloted while all clients had the same questionnaires the hosting site used is a well-known site called online surveys and were analysed using spss this means that in addition to being standard and consistent, legitimate data software was used however this could have been improved by the study mentioning the methods they went through to check the data (Sinclair, 2020, paragraph: 4,1,3.6)

QUALITATIVE:

The trustworthiness of the data was ensured by first ensuring the base was valid and this was done by basing the questions on previous research done specifically by an author in this category (Sinclair) and then the questions were developed while the interviews were ensured validity as they used a well-known platform(skype) and were audio recorded these recordings and along with the interviews done in person were transcribed by Braun and Clarke's (2006) approach this is a recognised method along with the fact that this was all stated to the reader allowed for trustworthiness in the process and by extension the data (Sinclair, 2020, paragraph: 4,1,3.6)

ARTICLE 2:

- This article ensured its data integrity through trustworthiness(credibility/dependability)
- QUALITATIVE:

The validity of the data was ensured through the above and transparency which is a subset pf the paradigm this meant that the researchers trained the those who were gathering data as to how to do the gathering in a qualitative manner while stating the step-by-step approach as such consent and approval were gained from the ethics committee and the parents which adds to the credibility which were done in the appropriate spaces (Chan, 2021, p.109)

ARTICLE 3:

- This article ensured its data integrity through validity/reliability (internal/external validity)
- QUANTITATIVE:

The researchers ensured validity through the means of software which allowed for consistency which is a trait of validity and the software is spss25 and the data instrument was tested using the Cronbach's exploratory factors and the means on consistency on the questionnaire was done using a generalised answering system which is a method for internal consistency thus the system researchers used can't be improved (Damerji and Salimi, 2021)

QUESTION 3.2:

ARTICLE 1:

• RESEARCHERS:

The researchers' possible ethical issues could have possibly been biased and could potentially falsified information however the researchers had adopted a full ethical guide from BACP as well as the transparency they followed an ethical guide and anonymity concerns were quickly delt with as identifying data was removed therefore were not in breach of any ethical concerns (Sinclair, 2020, p.122, paragraph:3.6)

PARTICIPENTS:

The possible ethical issues would be deception, sensitive information and informed consent however that however the participants were supplied with information sheets which educated them to the study and gained informed consent and any identifying data was removed during the initial data analysis rounds thus there could not have been a breach of ethics here (Sinclair, 2020, p.122, paragraph:3.6)

ARTICLE 2:

RESEARCHERS:

The potential ethical issues in this article could have been the misuse of data and the use of inappropriate methods however the researchers first sought to get an ethical approval then get consent from parents while training interviewers in proper methods then this was all executed in public spaces thus the researchers could not have breeched ethics as the proper procedure with approval was followed (Chan, 2021, p.109)

PARTICIPENTS:

The possible ethical issues here would be informed consent, confidentiality and sensitive information however this was delt with by getting consent from parents which informs to the methods of the study, the use of public spaces ensured anonymity without breeching sensitive information as well as sensitive information was removed before publishing the study (Chan, 2021, p.109)

ARTILCE 3:

RESEARCHERS:

The possible ethical issues here would be distorting results and bias however this is not an issue due to the method of analysing data which was computer based and followed a legitimate methodology this means that if they were to falsify anything it would show on the software and thus be discarded (Damerji and Salimi, 2021,p.115)

PARTICIPENTS

The possible ethical issues here would be could be collecting data and sensitive information due the fact that it is an online survey the students are already consenting when logging into the study however what data they are collecting is a concern and sensitive data however it is not explicitly stated if the data was discarded but due to the fact that there are only numbers and the methodology is legitimate it can assume that the data was not kept (Damerji and Salimi, 2021,p.115)

Reference list

Caulfield, J. (2019). *A Quick Guide to Textual Analysis | 3 Common Approaches*. [online] Scribbr. Available at: https://www.scribbr.com/methodology/textual-analysis/.

Chan, K. (2021). Children's perception of YouTube videos with product endorsements: An exploratory study. *Asian Journal of Business Research*, 11(1). doi:https://doi.org/10.14707/ajbr.210101.

Crossman, A. (2019). *What Is Critical Theory?* [online] ThoughtCo. Available at: https://www.thoughtco.com/critical-theory-3026623.

Damerji, H. and Salimi, A. (2021). Mediating effect of use perceptions on technology readiness and adoption of artificial intelligence in accounting. *Accounting Education*, 30(2), pp.107–130. doi:https://doi.org/10.1080/09639284.2021.1872035.

F Du Plooy-Cilliers, Davis C. and Rose-Marié Bezuidenhout (2021). *Research matters*. Claremont: Juta & Company Ltd.

George, T. (2022). *Types of Interviews in Research | Guide & Examples*. [online] Scribbr. Available at: https://www.scribbr.com/methodology/interviews-research/.

Grand Canyon University (2021). *The Most Effective Quantitative Data Collection Methods*. [online] GCU. Available at: https://www.gcu.edu/blog/doctoral-journey/most-effective-quantitative-data-collection-methods.

Jansen, D. and Warren, K. (2020). *Quantitative Data Analysis Methods & Techniques 101*. [online] Grad Coach. Available at: https://gradcoach.com/quantitative-data-analysis-methods/.

McCombes, S. (2019). *Sampling Methods | Types and Techniques Explained*. [online] Scribbr. Available at: https://www.scribbr.com/methodology/sampling-methods/.

Nikolopoulou, K. (2022). *What Is Quota Sampling? | Definition & Examples*. [online] Scribbr. Available at: https://www.scribbr.com/methodology/quota-sampling/.

Pedamkar, P. (2020). What Is Qualitative Data Analysis / Types of Qualitative Analysis. [online] EDUCBA. Available at: https://www.educba.com/what-is-qualitative-data-analysis/.

Simplilearn (2021). *What is data collection: methods, types, tools, and techniques*. [online] Simplilearn. Available at: https://www.simplilearn.com/what-is-data-collection-article.

Sinclair, T. (2020). What's in a therapy room?—A mixed-methods study exploring clients' and therapists' views and experiences of the physical environment of the therapy room. *Counselling and Psychotherapy Research*, 21(1), pp.118–129. doi:https://doi.org/10.1002/capr.12376.

www.sciencedirect.com. (n.d.). *Thematic Analysis - an overview | ScienceDirect Topics*. [online] Available at: https://www.sciencedirect.com/topics/social-sciences/thematic-analysis#:~:text=Braun%20and%20Clarke%27s%20thematic%20analysis%20method%20is%20an.