

# Research design example

Create a short description of a research proposal consisting of 1) Purpose/objective, 2) Research question, 3) Empirical data needed to answer the research question.

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• **To find out what are the problems the employees are facing in communicating with each other during the pandemic while working from home**• **Identify the ways through which the problems can be resolved**• **Prepare an online form inviting all employees to participate in interviews and also surveys providing inputs about the solution**

## Research Proposal

### Purpose/objective

Deciding on a new social media tool for the employees to stay connected and socialize

### Research questions

1. How much do you value staying connected with your fellow employees?
2. How do you currently stay connected with your fellow employees?
3. In what method, would you like to stay connected with your fellow employees, eg. Sending messages, sharing/posting pics?
4. What drawbacks would you see with your current social media tools?
5. What new features would you like to see in a social media tool?

Purpose/objective: Make the employees being more connected and social during the pandemic

Research Question: Are a social media platform going to help the employees become more connencted and socialized.

Research problem: Need information about which social media the employees prefer. How the employees use the social media. Do the employees want the app to help them in the work time or in the spare time. Could collect the data with interviews and surveys. Find which social media that is

prefered the most by counting the social media that is prefereed the most.

**1. Purpose: a. Practical problem: Employees are feeling isolated - Have employees stay connected and socialize in a work from home environment. 2. Research questions: a. What are differences in socializaion online and real life? b. What functionality contributes to staying connected and socialise in a work-from-home environment? c. What kinds of activities, supported by a social media tool, do employees in company x think contributes to socialization? d. To what extent does existing tools in the market contribute to socialization, as measured by the identified functionality? 3. Emprical knowledge need to answer and how to collect a. App usage data (for example from Teams) - to identify leading users and use of existing tools by employees b. Survey from active users on how to get everyone involved?**

1) Aquire a platform, where employees can communicate, socialize and stay connected outside the physical workspace.

2) "Which solcial media tool is suitable for the employees in company X"

3)

- Data about available social media platforms

- Data from surveys done by the employees of company X

Research objective:

Stay connected and socialized

Research question:

How have the employees experienced home office?

Empirical data:  
Experiences from the employees:  
What would they use the platform for?  
When? Outside of work?  
Connected to everyone? Hierarchy based?  
Groups?  
Find the employees' needs, get to know the company

## Group 7

1. Establish the need for the social media tool. If there is a need, how do we best design this social media tool?

2. What's the best way to mitigate employee isolation when working from home?

3. How much contact do the employees have compared to when working in an office?

What's their biggest issue with working from home? What do they miss the most?

Qualitative data is needed.

Employee satisfaction is what needs to be collected, effectiveness isn't as relevant.

Questionnaire for everyone and pick some employees at random to get more in-depth interviews. Validate the data with the interviews. Having the interviews first and then creating the questionnaire from the interviews may be a nice strategy.

1) Purpose/objective

- create a social media tool
- create a social environment online

2) Research question

- what kind of features should the tool have
- find a tool, buy or build a tool
- if there is a system already in the company: what is it missing?

Can it be expanded?

3) Empirical data needed to answer the research question

- survey: what do the workers need
- interview: what does the boss want

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