

Assignment 2 – Research Design: Interview and Questionnaire**Weighting:** 30%**Due: Sun 22nd September 2024 6pm****Word limit:** maximum 2000 words (excluding reference list)**Format:** PDF file; use the Assignment 2 Template provided in Word Document in the Weekly Resources**Submit:** via LEARN submission button; submitted by ONE group member.**Purpose**

The Research Design assignment addresses the data collection methods for your identified research question from Assignment 1, using **both** semi-structured interviews and survey questionnaires. This assignment is to meet the Learning Outcomes 1 to 4 in the Course Outline.

Scenario

Based on the identified research question addressing the operational problem in your chosen business environment, you now need to design interview questions (also known as interview guides) for the semi-structured interview and the survey questionnaire.

Research is generally built on existing concepts and constructs (see Module 4) that have been applied in the past. Therefore, you need to discuss the concepts and constructs relevant to your research question from Assignment 1 explicitly and succinctly. They should support and justify the chosen interview and survey questions.

Tasks**A. Discussion of relevant concepts/constructs/theories**

1. Briefly introduce the research design by reiterating your research question from Assignment 1 and outline the purpose and importance of the research for your company.
2. Discuss three or more key relevant concepts or theories and explain their connection to your research question.
3. Describe the link between this section and the outline of the rest of the research design document and show the relevance of this section to the research methods (interview and survey).

B. Semi-structured interview

4. Introduce the section by explaining key characteristics of semi-structured interview as a method for data collection. Include a sentence that connects to the interview questions.
5. Create five open-ended questions relating to your research question.
6. For each of the interview question, state the link to specific concepts or constructs to justify why you ask the question.
7. Provide a range of predicted interviewees' responses based on the knowledge obtained from the literature or your own understanding.

8. Explain (identify and justify) the criteria to select participants of the interview.
9. Estimate the total amount of time required for the entire interviewing process (including the designing of the questions, finding interviewees, conducting interviews, and analysing the obtained data)

C. Questionnaire

10. Introduce the section by explaining key characteristics of survey questionnaires as a method for data collection. Include a sentence that connects to start of the survey questions.
11. Create a questionnaire by using five close-ended questions representing variables that elicit relevant data. For each question, state the link to specific concepts or constructs or practical reasons to justify why you ask the question.
12. Based on the knowledge obtained from the literature or your own understanding, provide a range of predicted responses and relevant examples.
13. Create a professionally looking survey questionnaire from these questions. Include a brief introduction to the survey. Take screenshots of the questionnaire and present it in the allocated section of your research design document.
14. Explain (identify and justify) the choice of participants for the survey questionnaire.
15. Explain (identify and justify) the selection of participants for a pilot study to test the questionnaire.
16. Estimate the total amount of time required for the entire survey process (including the designing of the questions and questionnaire, locating participants, administering the questionnaire, and analysing the survey data)

The next **four** pages provide the detailed marking criteria and allocation of marks for each section. When writing the research design, make sure you refer to the marking rubric below, follow the headings outlined, and use the **Assignment 2 Template** provided in the course **Weekly Resources**.

	COMM 605 Online – MARKING CRITERIA for Assignment 2: Research Design - Interview and Questionnaire				
Section					
Discussion of theories/concepts/construct (20 marks)	Excellent	Good	Satisfactory	Poor	Missing
Introduction (Max 3 marks)	3 <i>Introduces the research design by concisely reiterating the research question within its specific business context.</i>	2 <i>Introduces the research design by reiterating the research question within a broad business context.</i>	1 <i>Introduces the research design by reiterating the research question in simple terms with a business context.</i>	0.5 <i>Introduces the research design by reiterating the research question without a business context.</i>	0 <i>No introduction with reiteration of research question is included.</i>
Purpose and importance of research project (Max 4 marks)	4 <i>Clearly outlines the purpose and importance of the research with a clear relationship to the identified business problem.</i>	3 <i>Outlines the purpose and importance of the research with a relationship to the business problem.</i>	2 <i>Outlines the purpose and importance of the research but is implied and has a basic connection to the business problem.</i>	1 <i>Outlines the purpose or importance of the research but is vague and connection to the business problem are missing.</i>	0 <i>No outline of the purpose and importance of the research and connection to the business problem are included.</i>
Discussion on three or more key concepts or relevant theories and explanation of their connection to the research question (Max 9 marks)	9 <i>All relevant theories/key concepts are thoroughly discussed and their connection to the research question are explained in detail.</i>	8 <i>All relevant theories/key concepts are discussed and their connection to the research question explained.</i>	7 <i>Relevant theories/key concepts are discussed but there are some questionable assertions or moderate gaps in the discussion. Some explanation to their connection to the research question included.</i>	6 <i>Theories/key concepts and research question are weakly discussed, explained, and connected.</i>	0 <i>Three relevant theories/key concepts are not discussed and their importance to the research question is not explained.</i>
Describe the links between the introduction section with the outline of the rest of research design document (Max 4 marks)	4 <i>Clearly describes the links between the introduction section to the rest of the research design document and clearly shows the relevance of this section to the research methods.</i>	3 <i>Describes the links between the introduction section to the rest of the research design document and shows some relevance to the research methods.</i>	2 <i>Describes basic links between the introduction section to the rest of the research design document and shows basic relevance of this section to the research methods.</i>	1 <i>Describes narrowly links between the introduction section to the rest of the research design document, as well as relevance of this section to the research methods.</i>	0 <i>Does not describe links between the introduction section to the rest of the research design document and the relevance of section to research methods.</i>

Section					
Semi-structured Interview (35 marks)	Excellent	Good	Satisfactory	Poor	Missing
Introduction (Max 7 marks)	7 <i>Introduces section with clear and concise explanation of key characteristics of semi-structured interview. Provides a detailed connecting sentence to the interview questions.</i>	6 <i>Introduces section with explanation of key characteristics of semi-structured interview. Includes a sentence connecting to the interview questions.</i>	5 <i>Introduces section with explanation of some key characteristics of semi-structured interview. Includes a sentence connecting to the interview questions.</i>	3 <i>Introduces section with minimal explanation of characteristics of semi-structured interview. No sentence connecting to the interview questions.</i>	0 <i>Introduces section with no explanation of characteristics of semi-structured interview. No sentence connecting to the interview questions.</i>
Interview questions (Max 10 marks)	10 <i>Five well-designed interview questions that are concise, easy to understand, cohesive to each other, and targeted to the research question.</i>	9 <i>Five designed interview questions are easy to understand, somewhat cohesive to each other, and targeted to the research question.</i>	8 <i>Five designed interview questions are understandable but are unconnected to each other. Questions are relatable to the research question.</i>	6 <i>Five or less interview questions are poorly designed that do not relate or conflict with each other. Questions are somewhat relatable to the research question.</i>	0 <i>Open-ended interview questions are missing.</i>
Justification of the questions (Max 5 marks)	5 <i>Justification for each of the five interview questions demonstrates a solid, logical, theory-supported relationship as to why the questions were asked.</i>	4 <i>Justification for the five interview questions demonstrates a theory-supported relationship as to why the questions were asked.</i>	3 <i>Justification for the five interview questions demonstrates a basic theory-supported relationship as to why the questions were asked.</i>	2 <i>Justification for the five or less interview questions has weak theory-based support for relationship as to why the questions were asked.</i>	0 <i>Justification for the interview questions has no theory-based support for relationship as to why the questions were asked.</i>
Range of predicted responses (Max 5 marks)	5 <i>The prediction of responses has a clear and logical scale of gradation and is well explained with connections to relevant concepts or constructs.</i>	4 <i>The prediction of responses is clear and explained with connections to concepts or constructs.</i>	3 <i>The prediction of responses is stated and partially explained with connections to concepts or constructs.</i>	2 <i>The prediction of responses is unclear and explained without connections to concepts or constructs.</i>	0 <i>No prediction of responses and not explained with connections to concepts or constructs.</i>
Selection criteria of interviewees (Max 4 marks)	4 <i>The explanation of selection criteria for interviewees specifically identifies criteria and justifies how this meets the aims of the research question. The criteria is thorough, logical, focused, and well-supported from the literature.</i>	3 <i>The explanation of selection criteria for interviewees identifies criteria and justifies how this meets the aims of the research question. The criteria is focused and supported from the literature.</i>	2 <i>The explanation of selection criteria for interviewees identifies criteria but does not justify how this meets the aims of the research question. The criteria is expressed broadly with informal explanation and limited support from the literature.</i>	1 <i>Inadequate explanation of the selection criteria for interviewee and does not justify how this meets the aims of the research question. No clear reasoning or support from the literature.</i>	0 <i>No explanation of selection criteria and no support from literature.</i>

Estimation of the time frame for entire interviewing process (Max 4 marks)	4 <i>Details of the estimated time are specific, reasonable, and appropriate for the entire interview, process. Considers all steps in preparation, administration, and analysis of the interview process.</i>	3 <i>Details of the estimated time are reasonable and appropriate for the entire interview process. Considers most steps in preparation, administration, and analysis of interview process.</i>	2 <i>Details of the estimated time are stated but may be insufficient, for the entire interview process. Considers some steps in preparation, administration, and analysis of the interview process.</i>	1 <i>Details of the estimated time are questionable or missing for the entire interview process. Lacks consideration in preparation and/or administration and/or analysis of the interview process.</i>	0 <i>No details of the estimated time for entire interviewing process included. No consideration in preparation and administration and analysis of the interview process.</i>
Section					
Questionnaire (45 marks)	Excellent	Good	Satisfactory	Poor	Missing
Introduction (Max 7 marks)	7 <i>Introduces section with clear and concise explanation of key characteristics of survey questionnaires as a method for data collection. Provides a detailed connecting sentence to the survey questions.</i>	6 <i>Introduces section with explanation of key characteristics of survey questionnaires as a method for data collection. Includes a sentence that connects to the survey questions.</i>	5 <i>Introduces section with explanation of some of the key characteristics of survey questionnaires as a method for data collection. Includes a sentence to the survey questions.</i>	3 <i>Introduces section with minimal explanation of the key characteristics of survey questionnaires as a method for data collection. No connecting sentence to the survey questions included.</i>	0 <i>No introduction to section with explanation of key characteristics of survey questionnaire and does not include a connecting sentence to survey questions.</i>
Questionnaire questions (Max 10 marks)	10 <i>Questionnaire uses five well-designed survey questions that are concise, easy to understand, cohesive to each other, and targeted to the research question.</i>	9 <i>Questionnaire uses five survey questions that are easy to understand, somewhat cohesive to each other and targeted to the research question</i>	8 <i>Questionnaire uses five survey questions that are understandable but are unconnected to each other Questions are relatable to research question.</i>	6 <i>Questionnaire uses five or less poorly designed survey questions that do not relate or conflict with each other. Questions are somewhat relatable to the research question.</i>	0 <i>Questionnaire is missing survey questions.</i>
Justification of the questions (Max 8 marks)	8 <i>Justification for each of the five survey questions states a logical, theory-supported relationship as to why the question was asked, with clear variables and associated measurements.</i>	7 <i>Justification for each of the five survey questions states a theory-supported relationship, as to why the question was asked with variables and associated measurements.</i>	6 <i>Justification for the five survey questions states a basic theory-supported relationship, as to why the question was asked, with some variable and associated measurements.</i>	4 <i>Justification for the five or less survey questions state a weak theory-based supported relationship, as why the questions were asked. Lacks variable and associated measurements.</i>	0 <i>Justification for the survey questions has no theory-based support for relationship as to why the questions were asked and no variable and associated measurements.</i>
Range of predicted responses (Max 4 marks)	4 <i>The prediction of responses has a clear and logical scale of gradation and is well explained with connects to relevant concepts or constructs.</i>	3 <i>The prediction of responses is clear and explained with connections to concepts or constructs.</i>	2 <i>The prediction of responses is stated and partially explained with a connection to concepts or constructs.</i>	1 <i>The prediction of responses is unclear and explained without connections to concepts or constructs.</i>	0 <i>No prediction of responses and not explained with connections to concepts or constructs.</i>

Questionnaire format (Max 5 marks)	5 <i>The format is professional, clear to read and appropriate for the research context. Includes a brief introduction to the survey and uses a variety of question types.</i>	4 <i>The format is clear to read and appropriate for the research context. Includes an introduction to survey and uses several types of questions.</i>	3 <i>The format is appropriate for the research context but uses limited variation of types of questions. Includes introduction to the survey.</i>	2 <i>The format is poorly designed and not appropriate for research context. Uses limited variation in types of questions; no introduction was provided.</i>	0 <i>No format is designed and not appropriate for the research context. Uses one type of question; no introduction was provided.</i>
Selection criteria for survey participants (Max 4 marks)	4 <i>The explanation of selection criteria for survey participant specifically identifies criteria and justifies how this meets the aims of the research question. The criteria is thorough, logical, focused and well supported from the literature.</i>	3 <i>The explanation of selection criteria for survey participants identifies criteria and justifies how this meets the aims of the research question. The criteria is focused and supported from the literature.</i>	2 <i>The explanation of selection criteria for survey participants identifies criteria but does not justify how this meets the aims of the research question. The criteria are expressed broadly with informal explanation and limited support from the literature.</i>	1 <i>Inadequate explanation of the selection criteria for survey participants and does not justify how this meets the aims of the research question. No clear reasoning or support from the literature.</i>	0 <i>No explanation of selection criteria and no support from literature.</i>
Selection criteria for pilot study's participants (Max 3 marks)	3 <i>The explanation on selection criteria for the pilot study's participants is logical and meets the need to both gauge responses and fine-tune the questions wording.</i>	2 <i>The explanation on selection criteria for the pilot study's participants meets the need to both gauge responses and review questions wording.</i>	1 <i>The explanation on selection criteria for the pilot study's participants partially meets the need to both gauge responses and review questions wording.</i>	0.5 <i>The explanation on selection criteria for the pilot study's participants or discussion is based on personal convenience.</i>	0 <i>No explanation on selection criteria for the pilot study's participants.</i>
Estimation of the timeframe for entire survey process (Max 4 marks)	4 <i>Details of the estimated time are specific, reasonable, and appropriate for the entire survey process. Considers all steps in preparation, administration, and analysis of the survey process.</i>	3 <i>Details of the estimated time are, reasonable, and appropriate for the entire survey process., as are the plans and strategies. Considers most steps in the planning, administration, and analysis of the survey process.</i>	2 <i>Details of the estimated time are stated but may be insufficient, for the entire survey process. Considers some steps in preparation, administration, and analysis of the survey process.</i>	1 <i>Details for the estimated time are questionable or missing for the entire survey process. Lacks consideration in preparation and/or administration and/or analysis of the survey process.</i>	0 <i>No details of the estimated time for entire survey process included. No consideration in preparation and administration and analysis of the survey process.</i>