

School of Information Management

MMIM552 RESEARCH METHODS

Trimester 1 2006

COURSE OUTLINE

Contact Details

Paper Coordinator:

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Programme Administrator:

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Class Times and Room Numbers

Lectures:

Tuesday evenings, commencing 28 February 2006

One two-hour class each week

Times:

5:40 p.m. to 7:30 p.m.

Venue:

RWW 501

Computer Lab

RWW302

Course Objectives

The paper will prepare students to undertake independent research in Information Systems. Students will finish the course with a viable research proposal ready for independent study. Students will learn how to plan a research project, design data collection, collect data, enter data, analyse data and report the results. Students will learn qualitative and quantitative approaches to information systems research. Topics covered will include: research design, the research cycle, qualitative methods, quantitative methods which may include descriptive statistics, properties of the normal distribution, hypothesis testing, elements of sampling, t-tests, regression and correlation, factor analysis, analysis of variance, use of SPSS.

Course Content

On completion of this course the student will be able to

- Create a research proposal for a personal research project.
- Demonstrate their understanding of the principles underlying the scientific collection, collation and analysis of data.

- Formulate testable hypotheses.
- Design a questionnaire to support or refute a hypothesis.
- Use SPSS to create data sets and produce descriptive, parametric and non-parametric statistical analyses.
- Use z-scores, comparison of means, regression analysis, factor analysis and other techniques in the appropriate situations.
- Use qualitative analysis to summarise survey data.

Learning Schedule

Week	Content Lecture	Reading
Week 1	Outline of the research project. Repertory grid analysis. Designing a questionnaire.	
Week 2	Introduction to SPSS. Frequencies and summary statistics. Using graphs and charts.	Field ch1
Week 3	Standard deviation, normal distribution. Z-scores.	Hinton ch1,2 Field ch1
Week 4	SPSS functions. Importance Performance Analysis	Hinton ch20 Field ch2
Week 5	Chi squared and non parametric tests	Hinton ch3 Field ch2
Week 6	Research approaches, philosophy, ethics, styles.	Hinton ch4 Field ch2
	<i>Mid Trimester Break</i>	
Week 7	Hypothesis testing. Sampling. one sample t-tests. Two sample t-tests. Significance, error and power.	Hinton ch5,6,7 Field ch6
Week 8	Correlation and Regression	Hinton ch20,21 Field ch3,4
Week 9	Qualitative techniques. Content analysis.	Hinton ch19 Field ch2
Week 10	Analysis of variance. ANOVA	Field ch1
Week 11	Factor analysis. Advanced research tools and techniques.	Hinton ch10,11,12 Field ch7
Week 12	Case Study Research.	Field ch11

This schedule is subject to change.

Workloads and Terms

This course is worth 15 points.

Lectures 2 hours per week

Private study 6 – 8 hours weekly throughout the trimester

Lectures

The lectures will be a combination of theory and practice, informal and interactive, more of a continuous workshop aimed at helping students develop their research skills. Some of the instruction will be hands-on in the computer labs.

Readings

There are two required textbooks for this course:

Hinton, Perry. 2003 *Statistics explained*. London: Routledge. 0-415-10286-3

Field, Andy. 2000. *Discovering statistics using SPSS for Windows*. London: Sage 0-7619-5755-3

The lectures and workshops will require constant reference to both these books.

Other useful texts in this area include:

Alreck, Pamela L. and Robert B. Settle. (2004) *The survey research handbook*. New York: McGraw-Hill. 0-07-294548-6

Cavana, R., Delahaye, B. & Sekaran, U. (2001). *Applied business research: qualitative and quantitative methods*. London: Wiley. 0-471-34126-6

Assessment Requirements

Assessment	Due date	Weighting
Weekly Assignments (8 x 5 marks)	Weekly	40%
Research Proposal	06 Jun 06	60%

Weekly Assignments (40%)

You are required to submit eight pieces of assessed work worth 5 marks each. These will be based on the SPSS survey data supplied. Each submission will consist of an explanation of the statistical concept being used, SPSS output tables and your explanation of the results, their meaning and significance as it would appear in a finished report. Each topic is to be submitted in class by hand in the week following the lecture on that topic.

The topics to be reported are:

ANOVA

Chi Squared analysis

Content Analysis

Correlation

Factor Analysis

IPA

Regression

t-tests and comparing means

Research Proposal (60%)

You are required to produce a research proposal outlining an individual research project that you intend to undertake as part of your Masters in Information Management. The research proposal can be used as preparation for MMIM592 Research Project or MMIM590 Case Study. The research proposal will require a significant investment of time outside of the lecture periods. You will need to start working on this at the beginning of the course and the lectures will address aspects of the research proposal as they arise. You will be asked to show progress on your proposal from time to time. Details of the exact format of the research proposal and examples of successful proposals will be presented in the course.

COMM504 supplementary research

This course is double labelled for COMM504.

COMM504 students are required to do an additional project for 75 hours of credit, representing the difference between the 15 points MMIM552 workload (150 hours) and the 22.5 points COMM504 workload (225 hours).

The assessed work will be "A report on the future of the Broadband Services market in NZ". A research outline for this report must be approved no later than the end of week 3, and the project must be completed no later than the end of week 12. The grade for this work will be averaged with the grade for the MMIM552 work on a points weighted basis to give the overall grade.

Penalties

Weekly assignments handed in late will incur a one mark penalty for each week late.

Mandatory Course Requirements

Students must obtain at least 50% of the available marks.

Communication of Additional Information

Additional information will be notified to students via email. More information is available on the MMIM552 Blackboard site.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the office on (04) 463 5376.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at:

www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and

faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.