

School of Information Management

MMIM552 RESEARCH METHODS

Trimester 1 2007

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 27 February 2007

One two-hour class each week

Times:

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

Venue:

RWW 128

Course Objectives

The paper will prepare students to undertake independent research in Information Systems. Students will be able to produce 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 be able to undertake qualitative and quantitative analyses and to evaluate statistics reported in IS journal articles.

Course Content

On completion of this course the student will be able to

- Create a research proposal for a personal research project.
- Evaluate the use of statistics reported in journal articles.
- Design a questionnaire to support or refute a hypothesis.
- Use SPSS to create data sets and produce descriptive, parametric and non-parametric statistical analyses.

- Select quantitative research techniques for appropriate situations.
- Select qualitative research techniques for appropriate situations.

Learning Schedule

	<i>Day</i>	<i>Content Lecture</i>
Week1	27 Feb 07	Outline of the research project. Introduction to research methods
Week 2	06 Mar 07	Designing a questionnaire. Repertory grid analysis.
Week 3	13 Mar 07	Elementary Statistical analysis Introduction to the survey
Week 4	20 Mar 07	Correlation & Regression
Week 5	27 Mar 07	Analysis of variance. ANOVA
Week 6	03 Apr 07	Factor analysis.
		<i>Mid Trimester Break</i>
Week 7	24 Apr 07	Qualitative methods Interviewing and observation...
Week 8	01 May 07	Content analysis.
Week 9	08 May 07	Focus Groups
Week 10	15 May 07	Research approaches, philosophy, ethics, styles.
Week 11	22 May 07	Critiquing published work.
Week 12	29 May 07	Proposal analysis and feedback

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. Some sessions will centre on a critique of published articles which students will be expected to read before coming to class.

Text book

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

Assessment Requirements

Assessment	Due date	Weighting
First Assignment	24 Apr 07	30%
Second Assignment	29 May 07	30%
Research Proposal	12 Jun 07	40%

First Assignment (30%)

Graphical analysis
Correlation analysis
Regression analysis

Second Assignment (30%)

Content analysis
Factor Analysis

Both assignments are based on the survey data set provided.

Research Proposal (40%)

You are required to produce a research proposal outlining an individual research project that you might undertake as part of your Masters in Information Management. The research proposal can be used as preparation for MMIM592 Research Project. The topic can be the one used in class or one of your own choosing.

Penalties

Assignments handed in late will incur a one mark penalty for each day late.

Communication of Additional Information

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

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.