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PAPER: BUSINESS RESEARCH METHODS

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Q1: What is the purpose of conducting Quantitative research?

ANSWER

***Quantitative research:***

It can be defined as the process of identifying a problem that is based on testing a theory measured by numbers in known as Quantitative research.

***Purpose of Quantitative Research:***

Quantitative research purpose is to gather knowledge and create understandings about the social world. This research is mostly done by social scientists to collect quantitate data including communication researchers, to perceive phenomena or incidences affecting individuals. Quantitative research is a way to study about a particular group of people, known as a trial populace. Using scientific inquiry, quantitative research depends on data that are observed to inspect questions about the sample population. The results of quantitative research stipulate an explanation into what is important or not important, or persuading, a particular population. Quantitative research also provides answers to questions about the frequency of a phenomenon, or the extent to which the phenomenon affects the sample. Quantitative research is mostly used in psychology, economics, demography, sociology. Qualitative research produces information only on the particular cases studied, and any more general decisions are only hypotheses. Quantitative methods can be used to confirm which of such hypotheses are true or false.

***B: Discuss some strengths and weaknesses of Quantitative research***

ANSWER

Here are some strengths and weakness of Quantitative research

**S*TRENGTHS:***

* It provides an allowance on the formulation of statistically sound
* Quantitative data delivers a big view with all the required information and comparatively larger samples.
* Larger size samples enable the conclusion to be generalized.
* Evaluation of the multiple data sets can be done at once and that too at a faster step and correctly.
* This method is called to be appropriate when there is a need of methodical and standardized comparisons.
* The manual implementations of ideas can be computerized completely which can save time.

***WEAKNESS:***

* Quantitative Method shows what and to what level but often fails to answer why and how.
* This type of research requires the model enactment to be checked on constant basis in order to be sure its compliance with the original hypotheses.
* The impression of homogeneity in a sample could be fake in this method
* This method involves limited number of Quants supply and also involves complex disciplines which are tough to learn or master it

***Q2: What is Reliability? Discuss inter-item reliability. Support your answer with at least two examples.***

ANSWER

Reliability is when a psychological test is used to measure some attribute or behavior that is known as reliability

***Another definition:***

We can say that the consistency or repeatability of research measures is known as reliability.

Reliability is done to see whether or not we get the same answer by using a tool or instrument to measure something more than once and trying again and again to check if we get the same answer or result so the estimation is considered reliable In simple terms, research reliability is the step or way to which research method produces constant results.

***Discuss inter-item reliability.***

Inter-item reliability is important for measurements that have more them one item inter-item reliability refer to the range of consistency between multiple items measuring the same composition. When researchers combine participant’s response to gain a single score they should make sure that all the items measure the same concept.

***EXAMPLES:***

1. If two researchers see the rude or aggressive behavior of the kids who are in grade second so both of the researcher will have their own view on what kind of behavior is that so in this case they maybe recording same behavior and may be the data are unreliable

2. If a person weighs themselves during the progress of a day they would expect to see a similar reading. Balances which measured weight differently each time would be of little use.

END OF ANSWER

Q3: Discuss validity. Differentiate between construct validity and face validity.

ANSWER:

Validity shows how accurately the measurement precisely is and what is intends to measure. In other words, a test is said to be valid to the extent that it measures what it is supposed to measures. The matter of concern in testing is to confirm that any test employed is valid for the perseverance for which it is administered. Validity tells us what can be concluded from test scores. If the thermometer shows different temperatures each time, even though you have carefully controlled conditions to ensure the sample’s temperature stays the same, the thermometer is probably malfunctioning, and therefore its measurements are not valid. If a symptom questionnaire results in a reliable diagnosis when answered at different times and with different doctors, this indicates that it has high validity as a measurement of the medical condition

***Differences between construct validity and face validity.***

***Construct validity:***

This is about the ensuring the ways of measurements matches that construct you want to measure. Construct validity assesses whether a measurement tool really signifies the thing we are fascinated in measuring. The validity of the construct is usually verified or conformed by comparing a test with another test which gives the same attributes to see how well and good the same test or measures are combined.

***Face Validity:***

Face validity is only considered to be a superficial measure of validity, unlike construct validity and content validity because is not really about what the measurement procedure actually measures, but what it appears to measure. This appearance is only apparent. One of the main reasons that researchers are interested in face validity is a belief that a measure should appear to measure what it measures.

END OF QUESTION

Q4: A.***What is Referencing?***

Referencing can be described as giving credit, with quotation, to the source of information used in one’s work. Research is a buildup on what other people have previously done thus referencing helps to relate your own work to previous work. Unacknowledged use and presenting someone else’s ideas as if they were your own can be used to designate plagiarism.

***B: Why is it important to reference the research work?***

Reference is important for the following reasons which are as follows

• It allows for acknowledgement of the use of other people’s opinions, ideas, theories and inventions.

• Supports readers understand what influenced the writer’s thinking and how their ideas were formulated.

• Supports the readers evaluate the extent of the writer’s reading.

• Allows readers to visit source materials for them and verify the information

***c. Lay down the steps of referencing.***

Following are the steps of referencing

Steps of referencing:

Step 1: when taking info form the topic or assignment make sure to write down all the minor details of your information sources for example author, publisher, date of publish and location or place of publish.

Step 2: organize carefully: it is important to keep look out for the sources you want to cite later on. Insert a citation in the right place of your paper with the text of your assignment where your information is used

Step 3: The format of your citation depends on which citation format you are using

Step 4: At the end of your assignment create either a Bibliography, Reference List or Works Cited list at the end of your article or thesis

END OF QUESTION.

Q5: Discuss Positivism in detail.

As a philosophy, positivism follows to the view that only “factual” knowledge gained through observation (the senses), including measurement, is responsible. In positivism studies the role of the researcher is limited to data collection and elucidation in an objective way. In these types of studies research findings are usually noticeable and calculable. Positivism depends on quantifiable observations that lead to statistical analyses. It has been noted that “as a philosophy, positivism is in accordance with the empiricist view that knowledge stems from human experience. It has an atomistic, ontological view of the world as comprising discrete, observable elements and events that interact in an observable, determined and regular manner”

Moreover, in positivism studies the researcher is independent form the study and there are no provisions for human interests within the study. Crowther and Lancaster (2008) argue that as a general rule, positivist studies usually adopt deductive approach, whereas inductive research approach is usually associated with a phenomenology philosophy. Moreover, positivism relates to the viewpoint that researcher needs to concentrate on facts, whereas phenomenology concentrates on the meaning and has provision for human interest. Researchers warn that “if you assume a positivist approach to your study, then it is your belief that you are independent of your research and your research can be purely objective

5b: What are the assumptions wrt positivism given by Conen et al?

* Understand, explain the social reality and demystify the social reality through the eyes of the different participants
* Ideal knowledge
* What count as worthwhile knowledge id determined by the social and positional power of the advocates of the knowledge
* Positive sciences provides with the clearest possible ideal knowledge
* The emancipation of individuals and groups in an egalitarian society
* Do minatory and repressive factors illegitimate in the sense that they do not operate in general interest.
* Science must be value-free and it should be judged only by logic

END OF PAPER.