

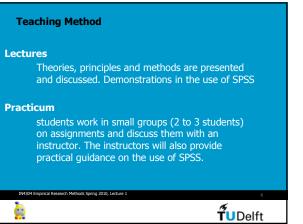
Module learning outcomes

- 1. Recognise and begin to utilise appropriate strategies for carrying out empirical research for answering research questions
- 2. Appreciate how empirical research is conducted and findings can be evaluated
- 3. Understand key principles underlying statistical data analysis
- 4. Develop and apply appropriate research strategy and measure instruments
- 5. Successfully use statistical software tools to analyse data.

ring 2010, Lecture 1

0

TUDelft



Timetable

Quarter 3

- Lectures: EWI Lecture room C, Tuesday 13:45-15:45
- Practicum: Drebbelweg 1-150, Thursday 15:45-17:45

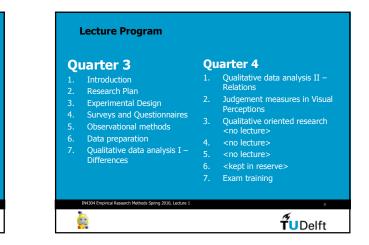
Quarter 4

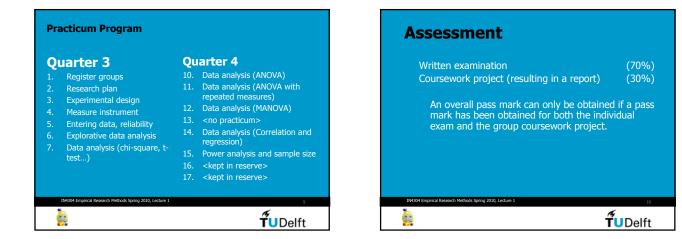
0

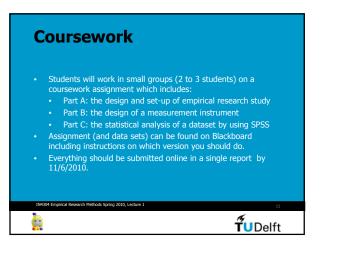
- Lectures: EWI College room B, Tuesday 15:45-17:45
- Practicum: Drebbelweg 1-150, Thursday 10:45-12:45

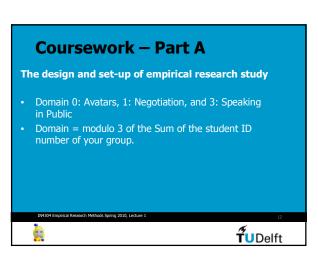
IN4304 Empirical Research Methods Spring 2010, Lecture 1

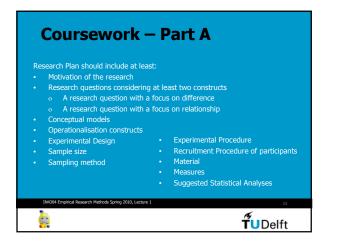
fuD<u>elft</u>





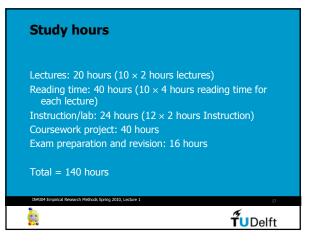


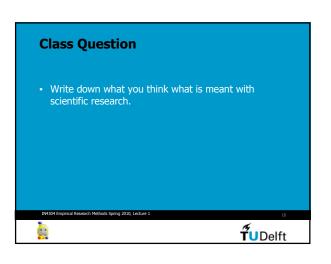


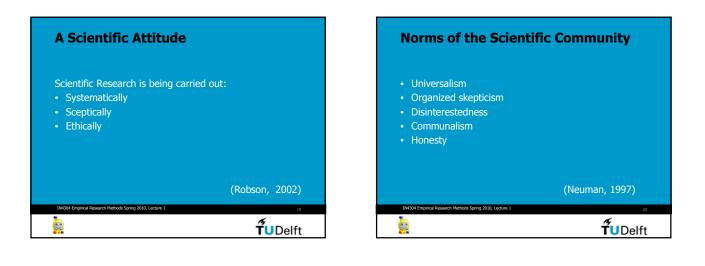


Coursework – Part B The design of a measurement instrument Version 0: based on Likert Scales own domain Version 1: based on Semantic Differential Scales own domain Version 2: Thurstone's method of equal-appearing intervals based on domain of Part A Version = modulo 3 of the Sum of the age (in years) of the student member of your group.

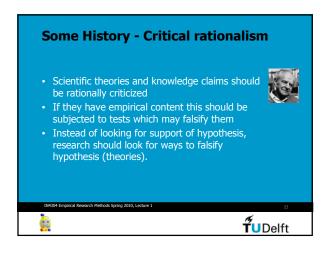
Reading Material Coursework – Part C Primary reading list The statistical analysis of a dataset by using SPSS Robson, C., (2002) Real world research: *A* resource for social scientists and practitioner-researchers (2nd ed). Malden: MA, Blackwell. • Fictitious Data set 0..9 about user perception of MA, Blackwell. Brinkman, W.-P., (2009) Chapter 3: Questionnaire design, In *Handbook of Mobile Technology Research Methods*, Nova Publisher. (draft version available avatars • Data set number = modulo 10 of the Sum of the student ID number of your group 17 data analysis questions on blackboard). All and **only appropriate** and relevant analysis output should be included in the report. Secondary reading list tistics SPSS Field, A. (2005). Discovering statistics using SPSS. London, UK, SAGE. IN4304 Empirical Research Methods Spring 2010, Lecture 1 IN4304 I cal Research Methods Spring 2010, Lecture 1 **T**UDelft **fu**Delft 0 •



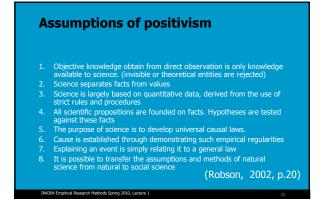








Positivism Standard view of science "Positivism sees social sciences as an organized method for combining deductive logic with prices empirical observations of individual behaviour in order to discover and confirm a set of probabilistic causal laws that can be used to predict general patterns of human activity." (Neuman, 1997, p, 63) Assumes that there is a single concrete reality out Scientist should be as objective and unbiased in their investigation in order to find the truth.



e

••

fuD<u>elft</u>

fuDelft

Class question Write down some critique on positivism (think about the subject of research)

IN4304 Empirical Research Methods Spring 2010, Lecture 1

0

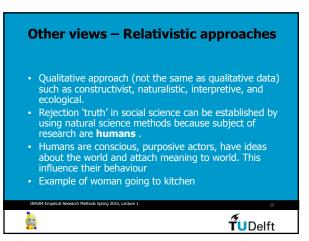
Critiques of positivismThe claim that direct experience can provide a sound basis for scientific knowledge is open to question
The view that science should deal only with observable phonomena is rejected
It is impossible to distinguish between the language of observation and of theory
Theoretical concepts do not have a 1:1 correspondence with reality' as it is observed
Theoretical was are not based on constant conjunctions between events in the world
Texts' and values' cannot be separated (Robson, 2002, p.22)

<text><list-item><list-item><list-item><list-item></table-row><section-header>

 Social phenomena exists not 'out there' but in the minds of people and their interpretations.

 • Acality cannot be defined objectively interpreted social action

 • Standardization results in converting the social world under study into an artificial world which has nothing notificial world which has noted noted the react th





Qualitative Approaches Summary • Rationalism: Knowledge is **Focus** on empirical research methods and established from reasoning • Open-ended questionnaires obtain practical • Empiricism: knowledge is • Unstructured and semi-structured interviews established from experiences quantitative data analysis Qualitative observations • **Positivism**: Use deductive logic methods and empirical observation in searching causal laws • Participant observation Assessment: Written • The diary method All details about module Alternative scientific Role-play and simulations can be found in **syllabus approaches**: can not apply • Individual case studies natural science methods to study humans IN4304 Empirical Research Methods Spring 2010, Lecture 1 IN4304 Empirical Research Methods Spring 2010, Lecture 1 **T**UDelft **T**UDelft ٢ •

