



MASSEY
BUSINESS
SCHOOL

Advanced Research Methods

COURSE GUIDE

Internal
Semester 2, 2018

MASSEY BUSINESS SCHOOL

OUR MISSION

We are committed to research and teaching that connects to enterprise and enables leadership. We will be relevant to the big issues, and accessible to those for whom our scholarship matters.

RESPECT FOR ALL

ADVANCING
ENTERPRISE

REAL-WORLD RELEVANCE

INSPIRING
LEADERSHIP

LEARNING WITHOUT
BOUNDARIES

RESEARCH-LED
THINKING

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OF THE NEW
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Course Staff

Course coordinator: Associate Professor Lynn Jeffrey

Hello, I'm your paper co-ordinator for Advanced Research Methods. I have been teaching Research Methods at Massey for over 20 years in a number of contexts including aviation and business. My own research background is the psychology of learning and teaching with a particular interest in the use of technology for learning. Because of my background I understand how daunting students sometimes find the subject of 'research'. My objective is to help you understand and enjoy doing research as much as I do.

I'm here to help you develop competency in research skills. If there is anything I can do to improve your learning experience please don't hesitate to ask. My contact details are below.

Good luck with your studies,

Lynn

Contact Details

Confidential Communication: Use this forum to communicate with me about private matters, such as ill health, etc. Your contact will not be seen by other students.
Alternatively, email me at lynnmjeffrey@gmail.com

What is this course about?

Summary of the course

This paper will provide you with an understanding of the research process and the skills you will need in order to conduct research. As it is a postgraduate paper you will have the opportunity to work creatively and use the course as a resource for both learning and guidance in your own research.

Stream is the University's online learning environment and you can log on to it through the University's Homepage.

Stream is used to structure your learning programme on a week-by-week basis. You need to start working through the material right from the first week if you are to avoid falling behind. Each week there will be a series of Presentations (Quicktime movie format) to explain the material. These will introduce you to the main concepts and principles in the course. Each of these presentations will be accompanied with a set of Teaching Notes and Readings from the textbook to provide more detailed information. Finally, you will be provided with a number of activities to practise using and developing your research skills.

This weekly programme will prepare you for the face-to-face block course (18 June-8 July) that will integrate and polish your new skills. Please understand that it is essential that you work through the weekly online programme before the live classes start on 18 June. While I expect you to bring issues and problems to the course for us to work out, there will not be any opportunities for catching up on learning that has not been attempted prior to the course.

Course student learning outcomes

If you successfully complete this course you should be able to:

1. Explain the nature of knowledge generation including the roles of research paradigms, scholarly communities, and research ethics.
2. Develop clear research questions and justify them with respect to the relevant research literature.
3. Identify, critically analyse and synthesise the appropriate research literature.
4. Design ethical and practicable research projects that address the research questions.

Relationship to other courses

This is a compulsory course for the Master of Business Studies in HRM and Management subjects. It will also prepare you for the research project that you will undertake as part of the MBS degree.

Overview of the topics covered

This course comprises 11 sections – roughly one per week for the length of the course.

MODULE 1: Understanding the Research Problem	
Week 1	The Nature of Research
Week 2	a. Research Questions
	b. Planning and Designing Research Projects
Week 3	a. Using the Literature
	b. Ethics
Week 4	Developing your Research Plan
MODULE 2: Designing the Research Project	
Week 5	a. Sampling
	b. Measurement
Week 6	a. Instrument Development
	b. Methodology
MODULE 3: Analysing the Data	
Week 7	Descriptive statistics
Week 8	Inferential statistics - Introduction
Week 9	Inferential statistics – Differences between Groups
Week 10	Inferential statistics – Relationships between Variables
Week 11	Qualitative research

How is this course assessed?

Formal Requirements to pass this course

To achieve a pass in this course, you must attempt all three assessments and achieve a C-grade or better overall. To do this you must have a minimum mark of 50% over the three assignments.

The assessment at a glance

Assessment	Learning Outcomes	Percentage Weighting	Due Dates
Research Question and Literature Review	1,2,3	30%	26 June
Test	1,2,3,4	20%	8 July
Research Proposal	1,2,3,4	50%	20 September

Getting Started on your Assignments

Both of your assignments fit together to form one piece of work. The work you do in assignment one feeds into assignment 2.

Start immediately. Find a topic that you think you would like to explore in a research project. This may become the basis for the Research Report that you complete for the MBS, or you may decide that you would like to find a different topic.

First you must search for studies on your topic. From your reading choose a particular focus or aspect of your topic and then try to find more articles that relate to this focus. Read quickly and purposefully to identify which articles will be useful.

Do not use books – articles that report research are more likely to be credible and recent. Use the library’s article database. You can use Google Scholar (it’s on the library’s database) but do NOT just use Google – you are unlikely to find scholarly articles there!! By going through the library’s article database you will have access to the full text of most of the articles you would want.

You will have to skim through many articles before you find enough to become informed on the topic that you choose so find a way of recording your search activities and notes that you make. Use the article’s Abstract to make a quick decision on whether or not the article is useful. I strongly recommend

buying Endnote. This is a bibliographic program that allows you to store a copy of the article, all the reference information and your own notes on the article in one place.

Assessment 1: Literature Review

Internal Format

Length: This should be 1,500 – 2,000 words

Due: 26 June 3.00 pm

Worth

30%

This assignment requires you to carry out the first part of your research. It is in two parts: a. develop two research questions, and b. write a literature review. literature review.

Choose a work-related topic or problem. It might be from your own observations from work or an aspect of work that you are interested in. Collect and read journal articles on this problem until you feel you have a good understanding. From your reading, write your research questions, then write the literature review. As you write the review, you may find that your increased understanding requires you to modify your research questions.

Research Question: Develop two research questions from the topic above. At least one of these should include a dependent and independent variable. These questions will be the basis of your literature review, so ensure that you have read and are informed about these variables and how they are related. Please identify which is the dependent and which the independent variables for the first question.

5 marks

Literature Review:

Write a review of the literature as it would be written in a journal article based on your research questions. Included in the review must be the identification of the problem, justification for the study; a critical summary of the debate related to the research question.

To write a literature review, you need to identify the important variables related to your specific topic. You must have at least one independent variable and one dependent variable.

Variables are the 'things' you are interested in examining through research. In research we are interested in how one type of variable (independent variable) influences another (dependent variable). So you need to find articles that discuss the relationship between the variables you choose. You must become very familiar with your variables and their relationships.

25 marks

Assignment Submission

You must submit your assignment electronically on the course Stream site via Turnitin.

Literature Review Marking Guide

Essays will be marked and returned electronically via Stream. Marks will be allocated according to the following criteria:

Criteria	Value
Research Questions Clear and unambiguous. Relationships between variables clearly stated. Encompasses all the critical aspects of the study.	5 marks
Literature Review Introduction: <ul style="list-style-type: none">Clearly identifies the research problemEstablishes the need for the studyIndicates what the rest of the literature review will cover Main body: <ul style="list-style-type: none">Sustains an integrated, logical argumentUses evidence from other studies to support own argumentsCritically evaluates the quality of the research.Structure is clear, coherent and systematicGrammar and spelling must be correct	20 marks
Referencing <ul style="list-style-type: none">References are accurate, recent and from scholarly journalsCorrect referencing style and formatting (APA) for in-text citations and reference list.	5 marks
Total	30 marks

Assessment 2: Test

Internal Format

This test will be a one hour and comprise short answer questions from weeks 1 to 5. It will be conducted in the first hour of class on 8 July.

Worth

20%

Assessment 3: Research Proposal

Internal Format

This should be 3,000 – 4,000 words

Worth

50%

This assignment requires you to write a proposal for a research project. This includes:

1. Literature Review: You can use the feedback from your first assignment to improve your literature review from assignment 1 or write a completely new one for this assignment. The standard expected will be much higher for this assignment.
2. Research questions: These should flow logically from your literature review and be presented at the end of your literature review. Again, you may improve these based on feedback for the first assignment.
3. Methodology: This should describe:
 - a. The research design: What is the type of study you plan to do and what is its basic structure.
 - b. The characteristics of your intended sample, the size of the sample and how you will access them.
 - c. Describe and define the constructs you will use.
 - d. The instruments you intend to use, which constructs they measure, the types of questions, reliabilities (if they have come from other research) and the any changes to the questions to make them more relevant to your intended sample.
 - e. The statistical analyses you will use. You must also explain why these analyses are appropriate.
 - f. Any ethical issues that need to be considered.

Assignment Submission

You must submit your assignment electronically on the course Stream site via Turnitin.

Research Proposal Marking Guide

This assignment will be marked and returned electronically. Marks will be allocated according to the following criteria:

Criteria	Value
<p>Research Questions Clear and unambiguous. Relationships between variables clearly stated. Encompass all the critical aspects of the study.</p> <p>Literature Review Clearly identifies the research problem Establishes the need for the study Sustains an integrated, logical argument Uses evidence from other studies to support own arguments Critically evaluates the quality of the research. Structure is clear, coherent and systematic References are accurate, recent and from scholarly journals All referencing follows APA format Grammar and spelling correct</p>	15 marks
<p>Methodology The research method is adequate and appropriate to the study Sufficient detail of the method is given to understand how and what will be done The intended sample is clearly described The sampling technique is clearly described and appropriate The procedures and instruments are clearly explained, appropriate and adequate for the study Proposes analyses that are appropriate for the study and explains why they are appropriate for the study Potential ethical issues are addressed</p>	30 marks
<p>Referencing Uses sufficient, relevant and good-quality materials; Correct referencing style and formatting (APA) for in-text citations and reference list. Grammar and spelling correct</p>	5 marks
Total	50 marks

Assignment Extensions

Extensions for the written assignments may be granted for exceptional and unforeseeable situations. It is critical to contact me BEFORE the due date of the assignment.

Late Assignments

If you miss the deadline and you did not ask for an extension, your work will not be marked.

Student Submission of Assignments

Many of you are aware of the increasing difficulties educational institutions are having dealing with issues of plagiarism. This problem impacts on students as it disadvantages honest students, undermines the credibility of the qualification, and takes up huge staffing resources that could be better spent elsewhere. Massey has purchased a licence to a product called Turnitin®, which is a text matching web application, and is one of many tools available to deal with the problem.

Plagiarism can be avoided by correctly acknowledging the authorship of any material in your assignment that is not your own work. Go to <http://owll.massey.ac.nz/> for guidance on how to avoid plagiarism.

This course requires you to submit an electronic version of your assignment to Stream. The electronic version you submit will be compared with material available on the world wide web (via Turnitin) including many electronic books, journals, newspapers, cheat sites (or paper mills), web pages and previously submitted assignments.

Please go to <http://www.massey.ac.nz/?ta5c75148n> for instructions on how to upload your assignments to the Stream course website.

Academic Honesty and Plagiarism

For all course assignments it is acceptable (and helpful) to discuss the issues with other students. You may freely ask and answer questions that promote learning.

However, it is NOT acceptable to:

- Copy another student's work, in part or in total, or an official answer from either the current class or from a previous class.
- Allow other students to copy your work, in part or in total.
- Provide students in future years with copies of your assignments.
- Copy and paste sections from internet sourced documents or pages.

Plagiarism is defined by Massey University as:

Presenting as one's own work the work of another, including copying or paraphrasing of another's work without acknowledging it as another person's work through full and accurate referencing. It applies to material presented through written, spoken, electronic, broadcasting, visual, performance or other medium.

Link to the Academic Integrity policy of Massey University is [here](#).

Plagiarism can be avoided by correctly acknowledging the authorship of any material in your assignment that is not your own work. The above website also provides links to guidance on how to avoid plagiarism.

Plagiarism in an assignment may result in your assignment not being awarded any marks. In serious cases, it can result in even more serious disciplinary action by the University.

Work Prepared for This Particular Offering of This Course.

I aim to mark assignments submitted on time within 15 working days (3 weeks) from the official due date. Your marked assignments will be returned via Stream.

How will we learn in this course?

Approach to Teaching and Learning in the Course

This course has been designed to provide you with a complete learning experience that incorporates interactive teaching and learning and provides a strong foundation for undertaking your own research. I encourage you to talk and share ideas with other students and draw upon your own life and learning experiences. Use the forums provided on the Stream site.

In the class sessions you will be working in groups. These sessions will include research problems to practise applying the ideas from the Stream modules. These exercises have two parts. First you must work through each problem on your own, then you work through it again as a group. This time the group must reach consensus on each answer. This is done by each person explaining why they think they are right. Consensus is when everyone in the group agrees. Explaining your position is an important part of the learning process. It will help you to identify errors in your own thinking but also you will learn other ways of thinking and approaching problems from your classmates.

Required Textbook

Ian Bryman & Emma Bell (2015) Business Research Methods

Fourth Edition. Oxford: Oxford University Press

This textbook provides extended content. Each week you will be provided with recommended readings from the textbook that expand and reinforce the material covered on Stream and in the face-to-face classes.

Learning Activities and Teaching Strategies

Role of Online and Face-to-Face Lectures

Stream is the University's online learning environment and you can log on to it through the University's Homepage. This is our learning environment – it's our virtual classroom. It is the main place the resources for this course are stored, and it is also where we talk with each other.

The Stream site will be available two weeks before the teaching semester officially begins. That means you don't have to wait to get going - you can start exploring the environment and even start reading in advance.

Stream is used to structure your learning programme on a week-by-week basis. You need to start working through the material right from the first week if you are to avoid falling behind. Each week there will be a series of Presentations (Quicktime movie format) to explain the material. These will introduce you to the main concepts and principles in the course. Each of these presentations will be accompanied by a set of Teaching Notes and Readings from the textbook to provide more detailed information. Finally, you will be provided with a number of activities to practice using and developing your research skills.

This weekly programme will prepare you for the face-to-face block course (18 June-8 July) that will integrate and polish your new skills. Please understand that it is essential that you work through the first 5 weeks of the online programme before the live classes start on 18 June. While I expect you to bring issues and problems to the course for us to work out, there will not be any opportunities for catching up on learning that has not been attempted prior to the course.

The class sessions will involve some lectures to introduce new material or to briefly review material that you have already covered online. A major part of these sessions will run as workshops in which you will apply your new knowledge to research related activities.

We will also preview the remaining modules of the course to give you a head start on the weekly modules you will work through after 8 July.

Weekly tasks for research methods study

Each week, work through the session for that week on Stream. These sessions are shown on the following page.

Course outline: Semester 2 2018

Week #	Topics
1 14 May	The Nature of Research
2 21 May	Research Questions
3 28 May	Using the Literature & Ethics
4 4 June	Developing your Research Design
5 11 June	Sampling & Measurement
18 June – 8 July	Classes
6 9 July	Instrument Development & Methodology
7 16 July	Descriptive statistics
8 23 July	Inferential statistics - Introduction
9 30 July	Inferential statistics – Differences between Groups
10 6 August	Inferential statistics – Relationships between Variables
11 13 August	Qualitative research

Communicating with each other

The primary means of communication are the Stream forums. These can be found under the Communication Tools tab on Stream. Please use these forums to communicate with us, rather than contacting us via email. There are several forums, each with a different purpose. They are:

News forum: This is a one-way forum from us to you. Look here for important updates about this course. Note that these announcements will automatically be sent to your registered email address. If you see an email with Advanced Research Methods in the subject line, PLEASE READ IT - it will be important!

General Enquiries: Use this forum to ask me questions. I will monitor this forum.

Student Discussion: Use this forum to chat with your classmates. This forum will not be monitored by staff.

Confidential Communication: Use this to communicate with me about private matters, such as ill health.

If you "subscribe" to a forum, new messages get emailed to you (this is automatic for the News Forum).

Communication expectations

I think it's important that you're really clear from the outset both what I expect of you and what you can expect of me. Here is what you can reasonably expect of me:

- responses to all discussion forum postings within 48 hours during the working week (Monday-Friday);
- responses to any private communication within 48 hours during the working week;

Within reason, I also have a couple of expectations of you:

- use a meaningful subject line in your discussion postings;
- use the Stream discussion forums appropriately;
- support your colleagues in the course – that means encourage, help, and respect your fellow students.