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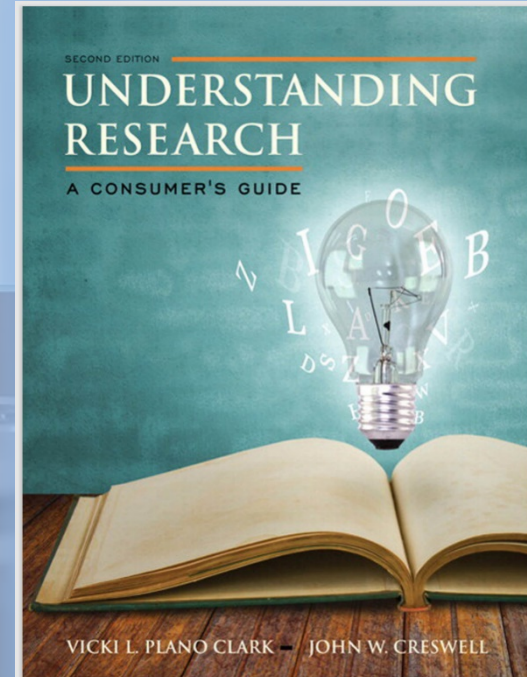
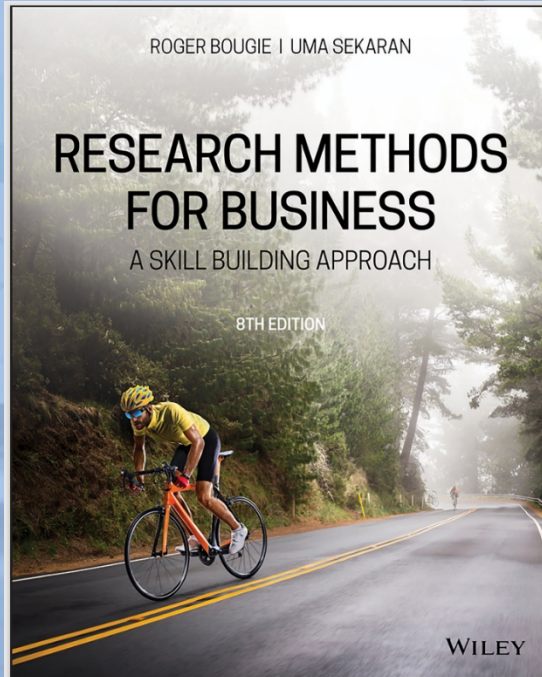
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Advanced research
Introduction and fundamental knowledge

Advanced research Introduction and fundamental knowledge



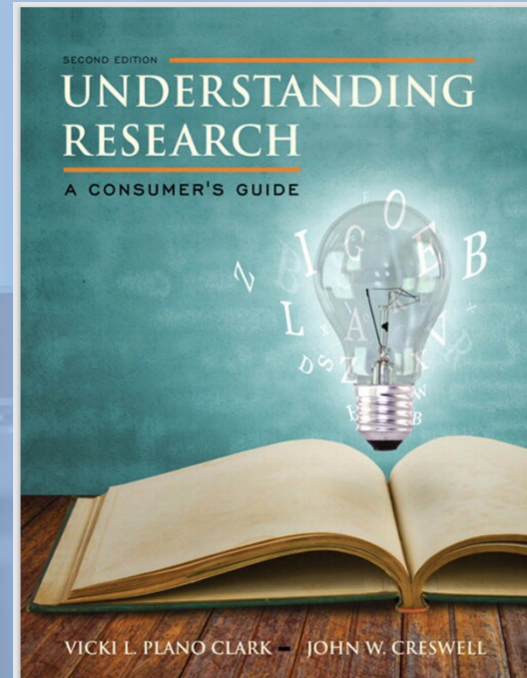
Advanced research Introduction and fundamental knowledge



Roger Bougie and Uma Sekaran. (2020).
Research Methods for Business, A Skill-
Building Approach (8th ed.). John Wiley
& Sons. [United States of America.](#)

Advanced research Introduction and fundamental knowledge

Vicki L. Plano Clark and John W. Creswell.
(2015). Understanding Research, A
Consumer's Guide (2nd ed.). Pearson
Education. [United States of America.](#)



Research meaning

- The process of finding solutions to a problem after a targeted and systematic study and analysis of materials and sources.

(Roger Bougie & Uma Sekaran, p.1)

- A process of steps used to collect and analyze information in order to increase our knowledge about a topic or issue.
- consists of three steps:
 1. Posing a question.
 2. Collecting data about the question.
 3. Analyzing the data to answer the question.

(Vicki L. Plano Clark & John W. Creswell, p.4)

Research design

A blueprint or plan for answering the research questions.

- data collection
- data measurement
- data analysis

(Roger Bougie & Uma Sekaran, pp.103-104)

DETAILS OF STUDY

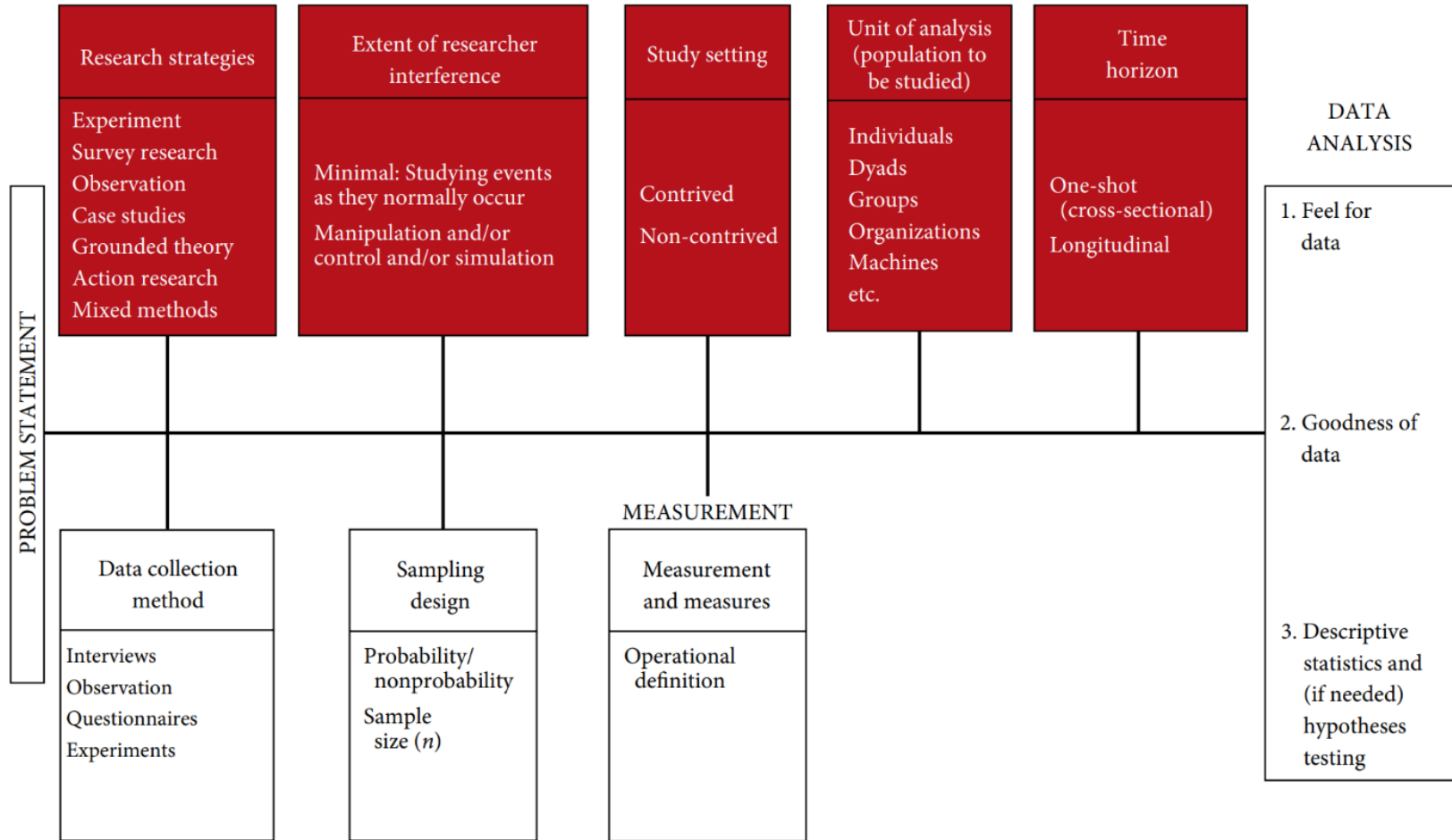


FIGURE 7.1 The research design

(Roger Bougie & Uma Sekaran, p.104)

Research design

- The Research Design, 103
- Elements of Research Design, 104
- Research Strategies, 104
- Experiments, 104
- Survey Research, 105
- Ethnography, 105
- Case Studies, 106
- Grounded Theory, 106
- Action Research, 106
- Extent of Researcher Interference with the Study, 106
- Study Setting: Contrived and Non-contrived, 108
- Unit of Analysis: Individuals, Dyads, Groups, Organizations, Cultures, 110
- Time Horizon: Cross-Sectional Versus Longitudinal Studies, 112
- Cross-sectional Studies, 112
- Longitudinal Studies, 112

(Roger Bougie & Uma Sekaran)

Other topics:

Interviews, 118

Observation, 130

Questionnaires, 143

Experimental Design 164

Variables and Measurement 190-220

Population and Sampling 222-250

Quantitative data analysis 254-304

Qualitative data analysis 307-322

(Roger Bougie & Uma Sekaran)



Quantitative data analysis:

Data collection and preparation 255-260

Preliminary Analysis 260-276

- Frequencies
- Central Tendency
- Dispersion = Relationships Between Variables: χ^2 and Correlations
- Testing the Goodness of Measures: Reliability, Validity

Hypothesis Testing

- Means Analysis
- Regression Analysis: Coefficients, Multicollinearity
- Other Multivariate Tests and Analyses: Discriminant Analysis, Logistic Regression, Conjoint Analysis, Two-Way ANOVA, MANOVA, etc.

Qualitative data analysis:

Analysis of the words-form data:

- interview notes
- transcripts of focus groups
- answers to open-ended questions
- transcriptions of video recordings,
- accounts of experiences with a product
- news articles

Qualitative data analysis steps:

- data reduction
(selecting, coding and categorizing the data)
- data display
(ways of presenting the data: selection of quotes, a matrix, a graph or a chart illustrating)
- drawing of conclusions

(Miles and Huberman, 1994)

Qualitative data analysis methods:

- Content analysis

(.....)

- Narrative analysis

(.....)

- Analytic induction

(.....)