

BA 5509– RESEARCH METHODS AND ETHICS

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| Course Web Page: | ODTUClass Course Page |

Course Description:

This course covers basic statistical concepts and methods. Knowledge and proper usage of statistics are essential in all areas of business to reach informed decisions. The emphasis will be on interpretation of results rather than raw computations. However, computations will be overviewed to understand the results and identify the shortcomings of the method/data set used. Hence, managerial decisions can be made by using and understanding some basic statistical tools.

Course Student Learning Objectives: (CSLOs)

Upon successful completion of this course, students should be able to:

(1) acquaint with quantitative as well as qualitative research methods in social science, (2) to develop academic skills in facilitating discussions on the journal articles/books, elaborate them, raise points that should be improved, (3) to identify a research idea and learn how to write and present it. The nature of social inquiry will be discussed followed by the issues of research design, implementation, and evaluation. Survey and experimental research methods will be the particular focus of the course, which will be discussed through some actual journal papers/studies. In the second half of the course, students will develop their own research proposal and specifically will locate and use appropriate research methodology. In addition, they will demonstrate your study through oral and written communication

Learning and Teaching Methods:

Weekly homework, research paper proposal and a written exam

Required Reading:

Babbie E. (2020) The Practice of Social Research (15th ed.) Wadsworth, Cengage Learning

Suggested Reading:

J.W. Creswell (2014), Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4th edition). Sage Publications, Inc.: Thousand Oaks, CA.

Assessment and Grading:

| Form of Assessment | % Contribution | Size of the assessment | CSLOs covered by the assessment | Feedback Method |
|--------------------|----------------|------------------------|---------------------------------|--------------------|
| Midterm Exam | 30 | In-class | 1-6,8-9 | Written (in class) |
| Assignments | 20 | Weekly homeworks | 1-6,8-9 | Written feedback |
| Paper&Presentation | 50 | In-class | 1-9 | Written (in class) |

Course Policies:

STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no

accommodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

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The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

| Topic | Reading/ Assignment | CSLO |
|--|------------------------|--------------|
| <p>Week 1: Introduction -Paradigms& Theory (Babbie) Frame for the Study (Creswell) Assignment 1: Find top 10 research journals in your field. Pick one of them and find the most recent issue of that journal from the library. Identify one article that interests you. Explain why you find the article interesting and the research question it examines.</p> <p>Week 2: The Ethics and Politics of Research- Research Design (Babbie) Assignment 2: Question 2 (CH4 Review Questions)</p> <p>Week 3: Writing Strategies and Ethical Considerations (CH4, Creswell)</p> <p>Week 4: Research Design- Conceptualization, Operationalization, and Measurement (Babbie) Assignment 3: Look through an academic journal article. Identify the unit of analysis, key variable studied and describe how the variable was operationalized for measurement.</p> <p>Week 5: Indexes, Scales, and Typologies- Sampling (Babbie) Assignment 4: Question 2 (Ch 6 Review Questions)</p> <p>Week 6: Survey Research (Babbie) Quantitative Method (Creswell) Assignment 5: Find a journal article in your field that uses survey methodology. Discuss the unit of analysis, sampling, how variables are measured, and consider at least two questions in the questionnaire and critique each one.</p> <p>Week 7: Experiments (Babbie) Quantitative Method (Creswell) Assignment 6: Find a journal article in your field that uses experiments. Identify the unit of analysis and independent & dependent variables and how variables are measured.</p> <p>Week 8: Qualitative Field Research (Babbie) A Qualitative Procedures (Creswell) Assignment 7: Start to think about a research idea and discuss it with me.</p> <p>Week 9: Analysis of Existing Data (Babbie) Assignment 8: Write a research topic that can be investigated by existing (secondary) data. Describe the data and try to find data sources.</p> <p>Week 10: Use of the Literature, Introduction, Purpose Statement</p> | <p>HMW</p> | <p>1-8,9</p> |

Assignment 9: Find a journal article that you find interesting (that can be related to your research idea). Write up one page summary and prepare a 10 minute presentation to summarize the paper.

Summary of the article should address the answers for the following questions:

- What is the main research question?
- Why is the question important to consider?
- How is the question addressed? i.e. the research method
- Are there any limitations of the study?

Week 11: Hypothesis, the Use of a Theory, Definitions, Limitations, and Significance

Assignment 10: Write your paper's purpose statement, define terms, and conduct an outline.

Week 12: Exam and Independent Study under Instructor's Supervision

Week 13: Independent Study under Instructor's Supervision

Week 14: Presentations

NOTE: Aside from the listed assignments above, there is a list of articles that you should read and discuss each week. The list will be announced in the class.

RESEARCH PAPER:

Your paper should briefly summarize key ideas or interpretations in the field relevant to the topic you chose. The final paper is due on the official final exam date of the course. It must be typed and printed double-spaced. Number the pages, and leave a left margin of at least 1cm width. Any graphs or diagrams must be adequately labeled, and accompanied by a sufficient commentary to indicate their meaning and purpose. All sources should be cited. *Be careful to use your own words. Please Do Not Plagiarize. Plagiarism will result in a failing grade.* Note the final paper MUST include references. Publication details of all works cited should appear at the end of the paper, under the heading 'References'.

Sections of your paper:

1. Introduction

- Statement of the Problem
- Purpose/Objective of the Study
- Definitions of Terms
- Significance of the Study
- Limitations of the Study

2. Literature Review

This part should be an analytical summary of the previous studies related to your research question: the objective, scope, method and findings of them. Show how your study is different from and/or an extension of the previous work.

3. Brief Summary of the Data and Methodology

Explain the scope of your data. If you are using a secondary data, then do not forget to mention the time period (if time varies), the name & measurement of variables (e.g., name of the index), the data source. If it is data that you will collect through a survey or an experiment, then state the research instruments or strategies.

4. Results

This part is optional since you have not taken the quantitative analysis part of the research methods course. However, you are free to present your findings, for more information see Babbie Ch 15.

5. Conclusion

You may use this section to analyze and discuss your findings (you may consider to discuss what you expect to find from this study) or to point out the need for further research in the area.

6. References

For citations: Use Harvard Style where you put the author's last name and the year of the study in parentheses immediately following the sentence where you have made the reference.

For references section at the end of the text: Include every single reference that is mentioned in your paper, plus any other sources that you have used but have not specifically referenced in your paper. Use a standard format.

7. Appendices

Any information that is important but too detailed to include in the text part of the paper should be in appendices. For example, the questionnaire used in a survey, statistical information on the variables, and description of a particular index.

8. Footnotes

Any information that is necessary to understand what you are talking about but not too central to include in the actual text should be in footnotes.

NOTES:

- Be careful to spell check before you hand in your work.
- The instructor will evaluate your paper based on the "Paper Assessment Sheet".

The instructor will evaluate your paper based on the “Paper Assessment Sheet”

PAPER ASSESSMENT SHEET

(5 marks for each)

| YES | NO | CRITERIA |
|-----|-----|---|
| ___ | ___ | Paper has a title which suggests topic/thesis of paper |
| ___ | ___ | Thesis makes sense (is defensible) |
| ___ | ___ | Paper presents a logical argument in support of its thesis |
| ___ | ___ | Important ideas/concepts are addressed |
| ___ | ___ | Evidence is well chosen |
| ___ | ___ | Evidence is followed by analysis |
| ___ | ___ | Introduction provides context and direction |
| ___ | ___ | Paragraphs are unified and coherent |
| ___ | ___ | Purpose of each paragraph is clear (represents a logical step in argument) |
| ___ | ___ | Transitions between paragraphs are logical |
| ___ | ___ | All necessary steps in argument are included (no leaps in logic) |
| ___ | ___ | There is support for each step in argument |
| ___ | ___ | Points are made in logical order (e.g. most general/simple/obvious to most specific/complex/subtle) |
| ___ | ___ | Summaries are provided only to make a point |
| ___ | ___ | Paper is of appropriate length for assignment |
| ___ | ___ | Concluding paragraphs are emphatic, relevant, and logical |
| ___ | ___ | Margins and line spacing are correct |
| ___ | ___ | Citations are woven smoothly into text |
| ___ | ___ | Sources are documented consistently and accurately in both foot/endnote and text |
| ___ | ___ | Evidence is properly quoted (indented block quotations, final punctuation) |

TOTAL MARKS:

WHEN YOU SUBMIT YOUR PAPER ON THE FINAL EXAM DATE, PLEASE SIGN AND ATTACH THIS SHEET AT THE BACK OF YOUR PAPER.

| | | |
|-----------------------|-----------|---------------|
| Student's name | (Surname) | (Given names) |
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| | |
|---------------------------|--|
| Title of the paper | |
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| Name of the instructor | |
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| Due date | Date submitted |
|-----------------|-----------------------|

All work must be submitted by the due date. Normally extensions are only available when illness or other serious cause delays the work. If an extension of work is granted this must be specified with the signature of the instructor.

Extension granted until (date) Signature of instructor

Please note that it is your responsibility to retain copies of your assignments.

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| <p>Plagiarism and Collusion are methods of cheating:</p> <p>Plagiarism Plagiarism is the presentation of work which has been copied in whole or in part from another person's work, or from any other source such as the Internet, published books or periodicals without due acknowledgment given in the text.</p> <p>Collusion Collusion is the presentation of work, which is the result in whole or in part of unauthorized collaboration with another person or persons.</p> <p>Where there are reasonable grounds for believing that cheating has occurred, the only action that may be taken when plagiarism or collusion is detected is for the staff member not to mark the item of work and to report or refer the matter to the Dean. This may result in work being disallowed and given a fail grade or if the circumstances warrant, a disciplinary action may be taken.</p> <p>Student's statement: I certify that I have not plagiarized the work of others or participated in unauthorized collusion when preparing this assignment. Signature</p> |
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PRESENTATION:

You are required to present your paper in the last two weeks of the course. The presentation should briefly cover the motivation for the work, the essential information gathered, and the analysis or assessment of the information. Since time for presentations will be limited (15 minutes), you are advised to plan carefully. There will be maximum 10 minutes of open questions and everybody in the class is expected to ask questions. You should feel free to use any visual aids they feel will facilitate understanding of their presentation such as overheads or handouts (I recommend using Microsoft PowerPoint). Bring copies of your presentation slides for everyone in the class.

The instructor and your classmates will evaluate your presentation based on the "Presentation Assessment Sheet".

PRESENTATION ASSESMENT SHEET

| | | | | | |
|--|---|---|---|---|---|
| Stating the objective and the Important points clearly | 1 | 2 | 3 | 4 | 5 |
| Building the structure of the presentation in a comprehensive and well-organized manner | 1 | 2 | 3 | 4 | 5 |
| Putting the content forth in an extensive and interesting manner (Using examples and different references,etc) | 1 | 2 | 3 | 4 | 5 |
| Being well prepared and confident on the subject | 1 | 2 | 3 | 4 | 5 |
| Presenting personal opinion | 1 | 2 | 3 | 4 | 5 |
| Use of English (tonation,etc.) | 1 | 2 | 3 | 4 | 5 |
| Organizing the time | 1 | 2 | 3 | 4 | 5 |
| Body language, eye contact | 1 | 2 | 3 | 4 | 5 |
| Use presentation tools (the board,hand-outs,visual equipment) | 1 | 2 | 3 | 4 | 5 |
| Handling the questions after the presentation properly | 1 | 2 | 3 | 4 | 5 |

TOTAL POINTS (out of 50): _____