

國立雲林科技大學
資訊管理研究所博士班
「研究方法」資格考試題

1. What is “exploratory research”? What is “case empirical research”?(10%)
2. Please provide an real study case of information management to illustrate how to conduct qualitative study in Information management research.(10%)
3. Please provide an real study case of information management to illustrate how to conduct experimental study in Information management research.(10%)
4. Please select one or two information management theory as the basis for logical deduction to explore the behavior intention on the Facebook community users, and draw the research model diagram, develop hypotheses, and the logical inference of assumptions.(20%)
5. According to Lincoln and Guba (1985), rigor is the truth value of research. It is obvious that rigor is essential for research to be beneficial for issues studied. Please describe desirable properties of rigor, in terms of quantitative as well as qualitative research respectively. (20%)
6. Describe situations to conduct multiple-group analyses of structural equation models, and explain its major steps. (15%)
7. In terms of the relationships among research variables as shown below, give examples to describe and compare “spurious relationship” and “spurious zero relationship”, as well as “intervening variable” and “suppressor”. (15%)

