國立雲林科技大學資訊管理系
115 學年度第 1 學期博士班資格考
科目：研究方法 (Research Method)
時間：4　3.5 hours (Closed book)

Part I. (50%)

Please refer to the paper titled **"Do cute language style chatbots make consumers more unethical?"** and answer the following questions.

1. Provide a detailed analysis of the experimental designs and research methods employed in this study. Explain how these methods were applied across the four studies to address the research questions and test the proposed hypotheses. Why is the overall research design suitable for investigating this topic? Support your explanation with specific examples. **(20%)**
2. Based on your understanding of research methodology, critically evaluate the strengths and limitations of the methods used in this study. If you were conducting this study, how would you improve its rigor and validity? Propose concrete design improvements or practical measures. **(15%)**
3. Compare the roles of mediation, moderation, and moderated mediation in theory development and model testing. Explain how this study empirically examines moderated mediation (i.e., conditional indirect effects), and discuss the implications and limitations of this analytical approach. **(15%)**

Part II. (50%)

Q4 (35%) Suppose the general research topic of the above paper were to be investigated using a quantitative survey rather than an experimental design. Extend the original study by examining a different behavioral outcome or consumer context. You may retain relevant theoretical concepts from the paper, but your proposed research design should not simply reproduce its original theoretical model. Develop an appropriate research design and justify your methodological decisions. Your discussion should include:

- research questions
- hypotheses
- conceptual framework and constructs
- sampling

- measurement
- statistical analysis

Q5 (10%) Assume that the same research problem may be investigated using qualitative research. Develop an appropriate qualitative research design and justify your methodological decisions by addressing:

- research purpose and research questions
- participant selection
- data collection methods
- data analysis
- research quality (trustworthiness) (

Q6 (5%) Compare the experimental design adopted in the paper, your proposed quantitative survey, and your qualitative research design. Discuss the strengths, limitations, and appropriate research purposes of each approach, and justify your recommendation with reference to the research purpose.