

105 博士班資格考

科目：研究方法

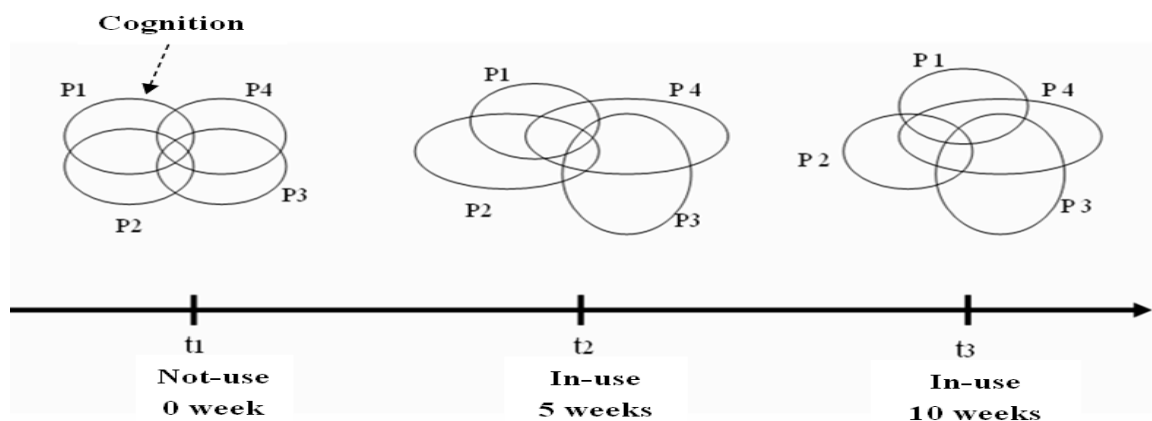
時間：4 小時 (Closed book)

作答時，請注意各題之比例配分，並清楚標示題號

Part I. (50%)

1-1. This study adopted grounded theory as a basis to extensively collect data on what Facebook users' cognition changes from not use to use, then, continuous use in the three different points in time (t1, t2, and t3).

Before conducting the research at t1 period, the four participants had not used Facebook before. After t1 period through into t2 period, the four participants started to use Facebook on the Internet for five weeks and their cognition would be changed gradually. At t3 period, the four interviewers had used Facebook for ten weeks and they were interviewed again to track their cognition change individually.



The interview would be based towards the subject's personal understanding of Facebook, with the same questions such as "What do you know about Facebook?", "What effects does Facebook have on your daily life?", "What deep impression do you have about Facebook?" at t1, t2, and t3 time period.

Please analyze the following interview statement (verbatim) provided by four informants (at t1,t2,t3), in terms of **open coding** (coding lists or book) (10%), **axial coding** (10%), to compare longitudinally personal specific **cognition similarities and differences** in terms of three periods, by using open code and axial code (30%).

Part II. (50%)

2-1. Please read the journal paper 1. (Extracted 2 pages), title “Model and experimental development for Business Data Science”, and answer the following questions. 30%

- (a) Please explain the meaning of data science in detailed.
- (b) Write out the importance of data science step-by-step.
- (c) As Fig 1. System dynamics model, what is its research method?
Please illustrate the example and explain its meaning.

2-2. Please see the journal paper 2. (Extracted 2 pages), title “Review of economic bubbles”, and respond the following questions. 20%

- (a) What is cognitive model?
- (b) Based on Fig. 5, please take the example and interpret its meaning in detailed.

Journal Paper 1.

Title: Model and experimental development for Business Data Science

Source: International Journal of Information Management, Volume 36, Issue 4, August 2016, Pages 607-617

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