

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

作答時，請注意各題之比例配分，並清楚標示題號

Part A 50%

1. In reference book “Irwin Co. Donald R. Cooper & C., Business Research Methods, William Emory (12ed)”, we accept or reject a hypothesis on the basis of sampling Information alone. Since any sample will almost surely vary somewhat from its population, we must judge whether the differences are statistically significant or insignificant. 20%
 - 1) Please explain the meaning of statistical significance and give an example in detail. 20%
 - 2) What factors will affect statistical significance?
2. Please read the journal paper, title “Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research”, and answer the following questions. 30%
 - 1) What research method is employed in this paper? 10%
 - 2) Write out their advantages and disadvantages of this paper. 10%
 - 3) In future work, how to improve the paper for you, what’s topics and issue for you want to do the related research? 10%

Part B 50%

1. Please refer to the first paper entitled “WHEN STATISTICAL SIGNIFICANCE IS NOT ENOUGH: INVESTIGATING RELEVANCE, PRACTICAL SIGNIFICANCE, AND STATISTICAL SIGNIFICANCE” and answer the following questions (25%)
 - 1) What are the concepts of statistical significance, practical significance, and relevance in this paper? (10%)
 - 2) How do you build up your research by balancing these three elements? (15%)
2. Please refer the second paper entitled “THE BRIGHT AND DARK SIDES OF TECHNOSTRESS: A MIXED-METHODS STUDY INVOLVING HEALTHCARE IT” and answer the following questions (25%)
 - 1) How do the authors integrate their research model with a mixed-method design? What are the advantages and disadvantages of a mixed-method design? (15%)
 - 2) Please describe the assumptions and principles when conducting a mixed-method design study (10%).