

國立雲林科技大學資訊管理系
111 學年度第 1 學期博士班資格考
科目：研究方法

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%)

Please tell the differences between the following terms (each question with 4%, except Q2,13)

- Q1. hypothesis vs proposition
- Q2. limitation vs delimitation (3%)
- Q3. pretest vs pilot study
- Q4. internal validity vs external validity
- Q5. systematic sampling vs stratify sampling
- Q6. open code vs axial code
- Q7. moderated variable vs mediated variable
- Q8. model vs theory
- Q9. questionnaire vs norm
- Q10. operational definition vs conceptual definition
- Q11. data triangulation vs analyst triangulation
- Q12. true experiment vs quasi experiment
- Q13. ordinal vs. interval scale (3%)

Part B (50%)

Please refer the paper entitled “**Bridging the qualitative-quantitative divide: Guidelines for conducting mixed methods research in information systems**” and answer the following questions (50%)

- 1) Please specifically describe the assumptions and principles when a mixed-method design study is conducted (10%).
- 2) There are different purposes of mixed-method research. Please compare the advantages and disadvantages among complementarity, developmental, and confirmation (10%).
- 3) Use Table 4 as your reference; please explain the different aspects of validity in quantitative and qualitative research (10%).
- 4) Use Table 5 and Table 6 as your foundation; conduct an IS research with a mixed-

method design. You have to apply mixed methods research guidelines in each one step of your study, and your meta-inference must be built based on the logic flow presented in Figure 1 (20%).