

研究方法

Please refer to the paper entitled "Learning from First-Generation Qualitative Approaches in the IS Discipline: An Evolutionary View and Some Implications for Authors and Evaluators" and answer the following questions (25%)

- (1) Compare positivist and interpretive case studies and elaborate on their perspectives and principles when conducting qualitative study (10%).
- (2) What are the four elements of a qualitative study (data, theory, analysis, and claims)? Please examine them and design a qualitative study by leveraging those four elements (15%).

Please refer to the paper entitled "Bridging the qualitative-quantitative divide: Guidelines for conducting mixed methods research in information systems" and answer the following questions (25%)

- (1) How do the authors integrate their research model with a mixed-method design? What are the purposes of conducting different types of mixed-method design? (10%)
- (2) Design your own study, and use the provided principles to ensure validity when conducting a mixed-method design study, especially on the quantitative and qualitative methods (15%).

Please refer to the paper entitled "Information Management in Social Media to Promote Engagement and Physical Activity Behavior" and answer the following questions.(50%)

- (1) What are the key differences between a 'proposition' used in Study 1 and a 'hypothesis' used in Study 2? Describe these differences in detail and give specific examples from the study to illustrate your points. **(25%)**
- (2) What are the main differences between a 'quasi-experimental study' (from Study 1) and an 'experimental study' (from Study 2)? Explain how each approach differs in terms of research design and provide examples from the study to support your explanation. **(25%)**