



HÖGSKOLAN I BORÅS  
VETENSKAP FÖR PROFESSION

# Research Methods in Social Sciences

7.5 ECTS

Ladok code: 22SF1D

**Date of exam:** 10th of February, 2016

**Time:** 14.00 – 19.00

**Means of assistance:**

This is an open book exam meaning that there are no restrictions in the use of printed material. Students are allowed to bring, e.g., books, own notes, articles and handouts. Calculators are also allowed. Students are instructed to keep all pieces of paper bundled, either in a folder or by clips, to facilitate the supervision of the exam staff.

**Total amount of point on exam:** 62 points

(Pass > 30 points) **E > 30 points, D > 35 points, C > 40 points**

(Pass with Distinction > 46 points) **B > 46, A > 52 points**

**Additional information:**

Answers should be written on loose sheets of paper (i.e. not in the exam), please follow the instructions given for each question. The exam should be handed in together with the answers, i.e., you are not allowed to bring the exam when you are finished. Answers should be written in English.

*Good Luck!*

**Examiner:** Eva Gustafsson

**Phone number:** Eva Gustafsson, 0709 - 84 18 77



### Question 1 (6 points)

Ethical considerations have become a must in all forms of empirical research. Please illustrate three (3) different types of ethical concerns for a) and b) respectively. Use examples of your own and keep it brief, max one page for the whole answer.

- a) unethical behavior in the field (i.e., towards your respondents)
- b) unethical behavior at the desk (i.e., towards your colleagues and the research society at large)

### Question 2 (6 points)

In Bryman and Bell (2011), concepts are explained as follows: "Concept: a name given to a category that organizes observations and ideas by virtue of their possessing common features." In business research concepts are defined in text, and your task is to identify the concepts in the excerpts below. None of the texts includes more than one concept, however a concept can consist of several words.

- a) In this model technical quality refers to the short-term and long-term benefit from a package.
- b) We consider organizations not as actor-networks, but rather as action nets: collective actions related to one another within a given institutional order.
- c) The dimensions of contrast chosen for study by researchers in the field of composition instruction are typically ones which are located within the same discourse community, defined as a group with similar characteristics and/or academic or professional orientations, as well as a shared set of rhetorical norms and conventions.

### Question 3 (8 points)

In writing up the chapter on method, quantitative and qualitative research strategies are accounted for differently. For example, it is not appropriate to refer to *probability sampling* in a qualitative study. For each of the concept below, decide if it is primarily related to quantitative or qualitative research, or equally related to both. State "qualitative", "quantitative" or "both", and please write your answers on the same sheet of paper as question 2.

- a) Participant observation
- b) Ontology
- c) Structured interviews
- d) Triangulation
- e) Primary data
- f) Induction
- h) Cluster sampling
- h) Correlation

#### Question 4 (24 points)

You have been appointed by the Swedish Government to design an explorative (qualitative) pre-study on personal loans. The overall research question is: “Why so many people choose to borrow money through SMS-loan when it is well documented that SMS-loans are expensive in the long run”. The results of your study will be used as the basis for a large, nation wide survey on the same subject.

Use the model of Watson ( the “ ‘What, Why, and How’ framework for crafting research”) and design the study.

#### Question 5 (12 points)

Assume the following information is obtained from a person’s application for a job in an international organization:

- a) Place of birth: Santiago, Chile
- b) Age: 42
- c) Gender: Male
- d) Marital status: Married
- e) University title: Ph. D. degree in economics
- f) University where the title where obtained: University of Concepción, Chile
- g) Previous employer: World Bank
- h) Time with previous employer: 35 months
- i) Previous monthly wage: 4 000 USD
- j) Wage request: 5 500 USD
- k) Position with previous employer: Research fellow
- l) First language: Spanish

Classify each of the 12 responses by type of data and level of measurement. Please write your answers on a separate sheet of paper.

#### Question 6 (6 points)

Explain with **an example** for each how the following sampling methods work. Max one page in total, and please write your answers on a separate sheet of paper,

- a) Convenience sampling
- b) Snowball sampling

\*\*\*\*\* END OF EXAM \*\*\*\*\*