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Mousmoulas, C. (2019) Beginner level probability and statistics [Bog] 11 December. Available at: https://towardsdatascience.com/essential-statistics-for-data-science-ml-4595ff07a1fa (Accessed 2 March 2022).

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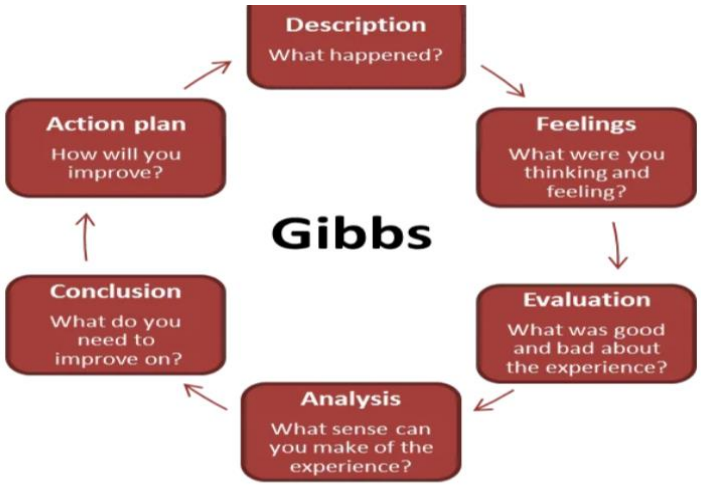
Link to Blogs on WordPress: Edit Post "Quantitative Blog Assignment" ‹ Site Title — WordPress

Blog 1 My Perceptions and Expectations of module BMDB7003

Adapted from[1]

In the first week of this module, I had a perception and great expectations. Gibs (1989) Reflection Cycle described in the following figure is used to underpin my perception. [2] [3]



Adapted from [4]

[1] 123RF (2021) *I Think Stock Photos And Images*. Available at: 2,147 I Think Cliparts, Stock Vector and Royalty Free I Think Illustrations (123rf.com) (Accessed 20 February 2022).

[2] Ezezika, O. and Johnston, N. (2022) 'Development and Implementation of a Reflective Writing Assignment for Undergraduate Students in a Large Public Health Biology Course', *Pedagogy in Health Promotion*, p.23733799211069993.

[3] Harithuddin, A.S.M. (2021) 'A First Experience of Using Failure Report as a Reflective Tool in Engineering Education', *International Journal of Emerging Technologies in Learning*, *16*(18).

[4] Cambridge Assessment International Education (2021) *Getting started with Reflective Practice*. Available at: https://www.cambridge-community.org.uk/professional-development/gswrp/index.html (Accessed 20 February 2022).

Description: The module activities for week one commenced on 5th October 2021.

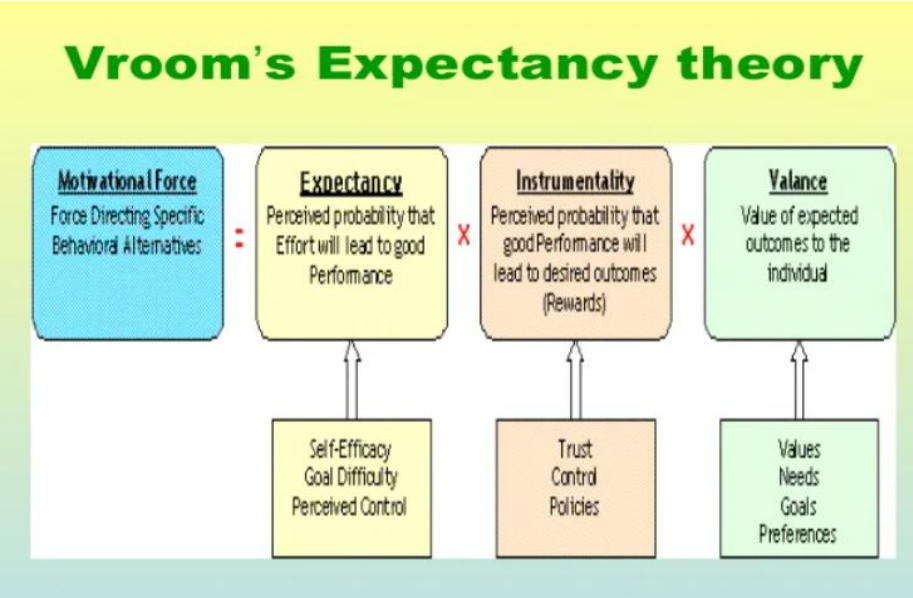
Feelings: I had positive feelings about this module because the tutor was friendly and supportive. However, I was eager to compare qualitative research approach (which I had understood and loved so much) to quantitative approach which I knew little about. My anxiety doubled when the tutor boasted to us that before the end of the module, he would motivate us to love quantitative more than qualitative approach. Nevertheless, his words assuaged my fear for calculations.

Evaluation: I did not have any bad experience in the first week. Instead, my colleagues and I were given enough study materials and all the supports needed to thrive on the module.

Analysis: I realised that high grades are achievable for me if I do all the required tasks.

Conclusion: I have realised that I needed to download the SPPS software [5] [6] as soon as possible to progress on the module.

Action Plan: To download the SPPS, I needed to engage the IT department.



Adapted from[7]

[5] Pallant, J. (2013) *SPSS Survival Manual.* Allen & Unwin
[6] Argyrous, G. (2011) *Statistics for research: With a guide to SPSS*. Sage Publications.

[7] Slideshare (2021) *Motivation*. Available at: https://www.slideshare.net/mrsnazlan/week-10-motivation (Accessed 20 February 2022).

The expectancy element of Vroom (1964)'s Expectancy theory), shown in the above figure, guided my expectations. [8]

Self-efficacy: I had become self-confident that I will excel on this module.

Goal difficulty: the self-confidence I developed helped me to set myself a goal to choose quantitative approach if it fits my chosen topic more than qualitative approach.

Perceived control: I realised that my performance in this module is purely my control- I can pass the module excellently if I work hard.

In conclusion, my perception of the module in the first week was positive and my expectations were to score high marks and adapt the quantitative approach if it suits my topic better than qualitative approach.

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Blog 2: Challenges of Quantitative Research Approach in my Organisation

Adapted from [9]

I have considered adopting quantitative approach for my chosen organisation - Travelodge. Quantitative approach seems perfect for this study because it will require a large amount of data which increases the chance of generalising results [10] [11] from Travelodge to the entire hospitality industry. However, the following challenges are likely to hinder the process.

[9] Free Icon Library (2019) Challenge Icon Png #339357 https://icon-library.com/icon/challenge-icon-png-15.html.

[10] Waters, D., & Waters, C. D. J. (2011) *Quantitative methods for business*. 5th edition. Pearson Education.

[11] Byrne, D. (2002) *Interpreting quantitative data*. Sage.

Quantitative Focuses on Numerical Data

First, quantitative analysis focuses on only numerical data[12] [13] therefore, what happens to non-numerical data such as opinions, concepts and descriptions which are likely to be present in the culture of the organisation?

Biased Hypotheses

Hypotheses may be biased, because they are based on what is in the mind of the researcher from the previous studies [14]. Therefore, how am I sure I will not end up recycling what has already been done and known? What if the causes of staff turnover in the target organisation are not parts of the known models/theories? Error will set in.

Close-ended Questions

Quantitative research is characterised by close-ended questions which the researcher pre-determines [15] and gives the respondents to choose. What if the real cause of the current employee turnover is not part of the set responses? The findings will be invalid.

Large Data and Low Response to Survey

Attaining large data can be time consuming and expensive too. In addition, research has shown that it is difficult to convince respondents to respond to surveys in this part of the world[16].

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[12] George, D. and Mallery, P. (2013) *SPSS for Windows Step by Step A Simple Guide and Reference 17.0 Update*. Cambridge: Pearson

[13] Dawson, J (2017) *Analysing quantitative survey data for business and management students*, London: Sage

[14] Swift, L. and Piff, S. (2014) *Quantitative methods: for business, management and finance*. Palgrave Macmillan

[15] Creswell, J.W. (2018*) Research design: qualitative, quantitative and mixed methods approaches*, 5th edn. Los Angeles : SAGE

[16] Office of National Statistics (2020) *How face-to-face interviewer attitudes and beliefs moderate the effect of monetary y incentive on UK Labour Force Survey response rates*. Available at: https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/methodologies/howfacetofaceinterviewerattitudesandbeliefsmoderatetheeffectofmonetaryincentiveonuklabourforcesurveyresponserates (Accessed 2 March 2022).

Different Environmental Conditions

There is a likelihood that respondents in different Travelodge branches and locations have different environmental conditions. For instance, while some branches are located at the outskirt of cities, others are in the city centres. This can make the data to be un-unified.

It is hoped that these challenges can be resolved.

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Blog 3: Sampling Is the Foundation of a Robust Quantitative Research

"The strength of the analysis depends on good quality data that in turn stems from good design of the data collection instrument, i.e. the questionnaire, and of the collection procedures." Burgess (2001)

Robust quantitative research is obviously one whose result is accurate, and this can be achieved when the researcher utilises the right sample, sample size, and sampling method [17] [18]. In other words, the researcher needs to get it right from the stage of sampling by collecting the right data from the right sample, which is normally distributed. Sampling is the method adopted by a researcher to select a representative group of people or objects from the large target population[19] [20].

There are two types of sampling; probability sampling, which includes simple random sampling; and non-probability sampling, which includes convenient sampling and purposeful sampling[21] [22]. In probability sampling, all participants have equal chance to be selected, while

[17] Creswell, J.W. and Creswell, J.D. (2017) *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

[18] Ghorbani, H. (2022) 'Carrying out single-stage probability sampling designs using functions in R software', *Biom Biostat Int J*, *11*(1), pp.15-20.

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in non-probability sampling, some participants have the chance to be selected, while others have no chance to be selected [23] [24].

A researcher, who is looking at organisational culture in the UK for instance and decides to pick on Travelodge can decide to collect data from only the Travelodge branches that are close to them. This is convenient sampling. If she decides to select only the respondents who are young because she feels they may respond faster than the old ones, then she is using purposeful sampling. The result of the findings cannot be generalised to all the workers in Travelodge or the entire hospitality industry because there is no normal distribution, therefore, the research cannot be a robust one. On the other hand, if this same researcher decides to include all categories of workers in Travelodge, young, old, male female, manager, non-managers, old-comers, new-comers, and so on, and extends the demographic location to other parts of the UK, data will be more normally distributed, and the findings of the result can be more robust, valid, and reliable enough to be generalised.

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Blog 4: Ethical Issues of Neflix's Use of Big Data and Machine Learning

Adapted from [25]

"Data are becoming the new raw material of business."

Craig Mundie (2021)

[25] Ghumman F. A. (2021) 'Netflix subscribers base grow, reports billion dollar profits', *Gnewsnetwork* [blog]. 20 October. Available at: https://gnnhd.tv/news/6978/netflix-subscribers-base-grow-reports-billion-dollar-profits (Accessed: 3 January 2022).

Netflix has maximised big data and machine learning technologies and has thriven over the years[26] [27]. Some contents of Flinders' ethical model[28] are used to underpin how Netflix captures and uses customers' click data.

Ethical Frameworks
(Flinders 1992)

	Utilitarian	Deontological	Relational	Ecological
Recruitment	Informed consent	Reciprocity	Collaboration	Cultural sensitivity
Fieldwork	Avoidance of harm	Avoidance of wrong	Avoidance of imposition	Avoidance of detachment
Reporting	Confidentiality	Fairness	Confirmation	Response communication

Adapted from [29]

Informed Consent: Netflix has failed to properly inform customers of the implications of their clicking activities which they use to make customised decisions for each customer [30] [31].

[26] Parker s. (2021) 'How Netflix Is Using Artificial Intelligence And Big Data To Drive Business Performance ', *SmartDataCollection* [blog]. 14th March https://www.smartdatacollective.com/how-netflix-is-using-artificial-intelligence-and-big-data-to-drive-business-performance/ (Accessed: 3 January 2022).

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Cultural Sensitivity: Netflix promotes hate, violence, and cultural crisis through some of their shows such as Dave Chappell's Show and Insatiable which they keep renewing [32] [33].

Avoidance of Harm: No time limit for watching and vulnerable customers indulge in monotonous watching, which has aggravated some mental and physical health issues including suicides [34] [35].

Avoidance of Imposition: Customers have insufficient monitor of their feeds and are force-feed using convincing mechanisms to watch programmes [36] [37].

Avoidance of Wrong: During the heat of COVID 19, Netflix heartlessly increased the prices of plans to make more gains[38].

It can be concluded that Netflix is not ethically upright.

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Bog 5 Significance Test Makes me a Detective and not a Judge

Adapted from [39]

A statistically significant finding gives you a clue, suggesting a promising place to focus your research energy. The significance test is the detective, not the judge
Jordan Ellenberg (2015)

Business researcher cannot be totally sure of an assertion; therefore, to confidently make critical business decisions, they need to assign a certain probability to predict findings which can only be significant if they are based on facts or evidence and not on lucks or chances [40] [41].

To ascertain statistical significance, business researchers choose an appropriate sample size to test the potentiality of their new ideas using survey such as questionnaires; collect data based on the available budget; state the null and alternate hypotheses; set a significance value which is expressed as P.Value; and analyse the data bearing in mind that if the P.Value is lower than

[39] Wikihow (2021) *How to calculate p.value*. Available at: https://www.wikihow.com/Calculate-P-Value (Accesses 7 March 2022)

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[41] Field, A. (2013) *Discovering Statistics Using SPSS for Windows*, 4th ed. London: Sage.

the set significance level, then the null hypothesis can be rejected to enable the researcher concentrate on the alternate hypothesis [42] [43] [44]

Let us consider Domino's Pizza trying to introduce cheeseless pizza to help customers cut down on saturated fats. The researcher collects data from the sampled participants and formulates hypotheses. The null hypothesis is customers do not prefer cheeseless pizzas to cheesy ones. The alternate hypothesis is customers prefer cheesless pizzas to cheesy ones. The significance level is set at 0.25. The statistical calculations are done using SPSS. If the P. Value is higher than the 0.25, the null hypothesis is favoured, meaning that customers do not prefer cheeseless pizzas to cheesy ones. In this case, they cannot continue with the research. Conversely, if the P. Value is lower than 0.25, then the null hypothesis is rejected, meaning the customers prefer the cheeseless pizzas. In this case, they can focus their research attention on how to make cheeseless pizzas more attractive and nutritious to their customers. In conclusion, the application of statistical significance test has given Domino's Pizza clues on where to focus their research attention based on concrete facts.

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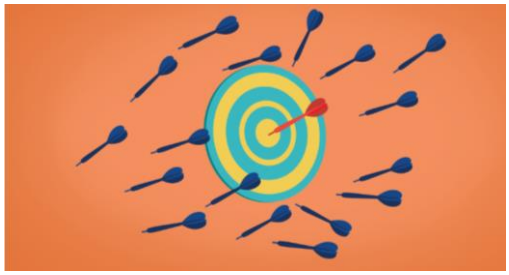
Blog 6: Practice Makes Perfect



Adapted from [45]

In October 2021, I was introduced to a quantitative module, and I knew from the onset that it would be characterised by statistics/mathematics/calculations. 'Mathematics again!', I murmured to myself. I had always disliked mathematics right from my secondary school days, because, my maths teacher, Mr Okafor, refused to encourage me. He used a wooden ruler to beat the back of my fingers each time I failed a maths task. It was so painful and continuous that I had to devise a way of not attending math classes. However, I managed to score a pass in maths in my GCE.

In the first week of this module, I had made up my mind to only listen enough to pass the module and forget it afterwards. Afterall, I did not even know whether the tutor was going to be kind or supportive, like my qualitative tutor. Surprisingly, the introductory section left me happy all day. The tutor was not only smart, but also soft spoken, kind, and supportive as if he knew many of his students disliked statistics. Moreover, he was able to convince us that

[45] TED (2022) *Practice makes perfect*. Available at: https://www.ted.com/playlists/497/practice_makes_perfect (Accessed 13 Maach 2022)

statistics is not as difficult as people exaggerate. In addition, he boasted to us that before the end of the module, he would have motivated us to choose quantitative over qualitative methods for our dissertations. This sounded magical to me because I had thought that my kind of brain will not tolerate any kind of meaningful calculation.

However, I opened my mind to the module, downloaded the SPSS software and started doing some exercises. I became familiar with quantitative research design, methodologies and terms and their definitions [46] [47]. As time went on, I could carry out some tasks on SPSS by myself. Today, I know how to do factor analysis, reliability analysis, significance test, hypotheses testing, and a host of other statistical analyses [48] [49] . Super me! I have therefore come to the realisation that practice makes perfect, no matter how difficult the task may look at the beginning. Therefore, give practice a go in that seemingly difficult task!

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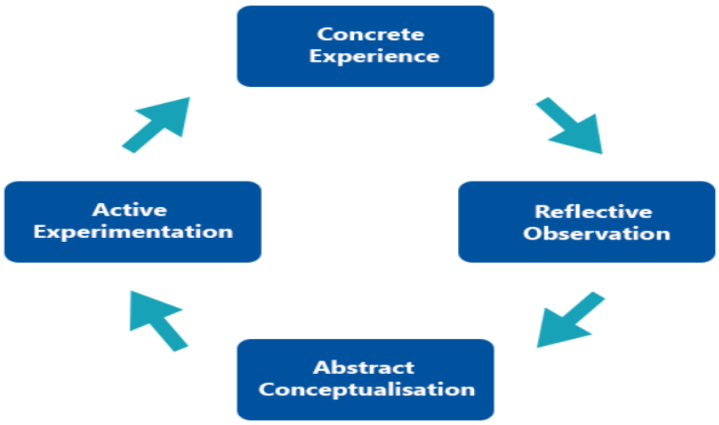
Blog 7: Adopting Quantitative Method



Adapted from [50]

After a careful review of my experiences during this module, Applied Quantitative Business Research, I have realised that I am well skilled to adopt quantitative methods for my DBA research. My experiences are better explained using David Kolb four-learning styles which are

[50] NursingAnswers.net (2022) *Kolb's Learning Cycle*. Available at: https://nursinganswers.net/reflective-guides/kolbs-learning-cycle.php (Accessed 31 March 2022).

- concrete learning, reflective observation, abstract conceptualisation, and active experimentation.[51]

Concrete Learning

The tutors us the module contents by moving from simple to complex. I understood and enjoyed every lecture to the extent that I can now confidently differentiate and apply the three research methodological approaches which are – quantitative, qualitative, and mixed methods. [52] [53]

Reflective Observation

After a careful study of the contents of this module, and a forage into most of the reading texts, I have observed that it is possible for me to investigate my DBA topic using the quantitative method. Afterall, I had been taught all its rudiments, technique, ontology, axiology and epistemology [54] [55].

Abstract Conceptualisation

Based on my new skills and observations, I had formed new ideas for my research topic – The Impact of Organisational Culture on Employee Turnover in Travelodge, UK. They include

[51] McLeod, R.S. and Hopfe, C.J. (2021) 'Experiential learning in building physics: The icebox challenge', *Journal of Building Physics*, *45*(3), pp.391-401.

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subjective ontology, positivist epistemology, value-free axiology, survey data collection, statistical analyses using SPSS and so on.

Active Experimentation

I had also confidently taken a bold step to write out a full research proposal on my research topic based on quantitative research methods. To be certain, I have also shown the proposal to some quantitative research experts, and they have given me positive feedbacks and have advised me on where and how to improve it. Moreover, I am very pleased with this module, not only because it has equipped me with quantitative research skills, but also because it fits my research interest perfectly.

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