

WEBER  
Nathan

For each of the nine projects, identify a suitable approach for the study. Is it obvious which one you 'should' use or could you perform the study in more than one way? Motivate your selection.

- Investigating the factors responsible for network outages

Approach: Obviously quantitative analysis of logs combined with interviews of network's administrators/engineers who experienced network outages.

Motivation: Logs analysis for causes and interviews for the context.

- Finding out how to make a website easier to use

Approach: Obviously User eXperience analysis and collecting where users have clicked.

Motivation: Collecting users comportment in order to know how to simplify their navigation on the website.

- Analyse how companies use social media for advertising

Approach: Content analysis of the company's social media posts and qualitative interviews with marketing professionals.

Motivation: Understand trends in social media advertising strategies and to discover the motivations and decision-making processes inside companies.

- Investigating the Impact of Financial Literacy Programs on Personal Savings Rates

Approach: Obviously by comparing saving rates between two population: one as sample and one that has participated in a financial literacy program.

- Examining the Relationship Between Exercise and Weight Loss

Approach: Obviously by computing the correlation matrix between exercise variables (frequency, intensity, duration) and weight loss.

Motivation: Interpret correlation coefficients to understand relationships.

- Testing the Effectiveness of a New Drug for a Specific Medical Condition

Approach: Conduct randomized double-blind placebo-controlled clinical trial to assess effectiveness of new drug. Analyze outcomes to determine efficacy and safety.

Motivation: To rigorously evaluate whether the new drug improves medical condition compared to a placebo, providing evidence for potential clinical use and regulatory approval

- Exploring Patterns of Behavior in Online Gaming Communities

- Studying Leadership Styles in Innovative Companies

Approach: Qualitative case studies including interviews with leaders and observations of organizational dynamics.

- Exploring Emerging Patterns in Social Media Usage Among Teenagers

Approach: Social network analysis combined with surveys or interviews with adolescents.

Motivation: Social network analysis can reveal structural patterns in social media use, while surveys or interviews provide insight into the motivations, attitudes, and behaviors that underlie these patterns among adolescents.