



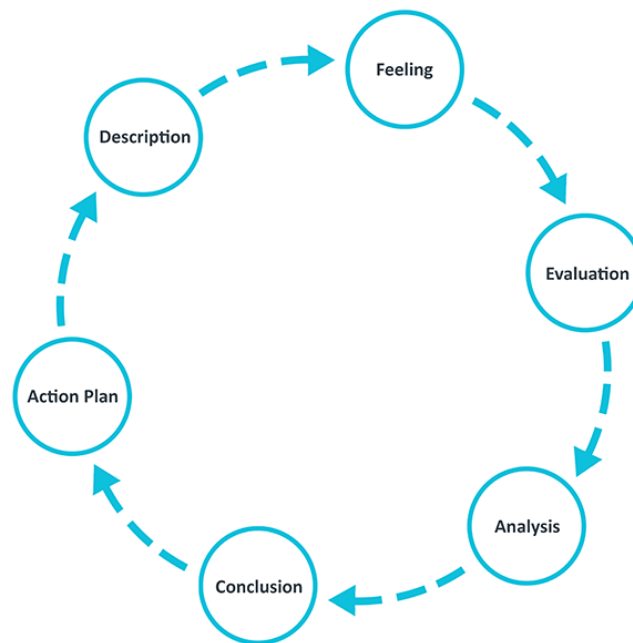
Creation

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Reflection Model



Gibbs Reflective Cycle (*Gibbs' Reflective Cycle*, 2020)

Description:

For this module, two assessments were expected to be performed individually, with assessment 1 being the focus of the module. The first task was to form a research question and form a composition of how the study would be done. The multiple components that would be needed to be discussed were divided into four different tasks. The first step was to form a question which was suggested to be related to the programme under which we were currently studying. Since my programme was accounting I chose the question, “What influences accounting students studying in the undergraduate programme at University Malaya-Wales (UMW) to pursue accounting professional certification?”

After choosing the question, the first task required to write a 1,000-word statement. In this statement, we had to identify the problem from which the question was formed and highlight the value this research brought to the field which for my research was the accounting field. Following this it was instructed to select a research approach and explain the reasoning for choosing the approach, this was necessary to understand the procedures of the study. Since this was a research study it was imperative to collect first-hand data, due to my topic focusing on finding the most impactful influence out of those considered, the quantitative method was chosen for the research. This led to having to conduct a survey at UMW. The details of sampling of data collection were also a part of this task. Discussion of sources of information i.e., secondary and primary sources such as the survey, was also part of this task. Lastly, the sampling method and size of the survey conducted were also covered in this task.

The second task was an expansion of one of the sections discussed in task 1, in which it was suggested to discuss in detail the research techniques carried out for the study. This task was relatively smaller compared to others and only consisted of 300 words. The third task was fairly different from the other tasks and required us to make a pitch where it was expected to present material from our assignment. The topics to be discussed in the video were dependent on what we wished to discuss which could be information from the earlier tasks or the initial conclusion of the research. Lastly, task 4 required the creation of a conference poster that presented the brief analysis and conclusions from the study conducted which finalized the assignment.

Feeling:

The concept of the assignment was fairly new to me due to it being my first time conducting a research study. This led to me initially feeling very confused about the assignment because of being unsure of how to carry out the assignment. Because of this some of the starting research went into understanding how research studies are usually done. However, there was still some nervousness due to confusion on which topic to choose out of multiple that were thought out of. After the passage of this part of the assignment when the topic and its value were decided on, the other tasks felt comparatively easier. However, the survey posed another issue since it needed to be done before the start of task 2. I found this step problematic because it was also my first time creating a survey which led to me feeling unsure what questions should be included, which areas should be considered and how these areas should be covered for analysis through the questions. This made the survey difficult.

After completing these two difficult parts, it was easier to finish task 2. Task 3 similarly felt easier in comparison as it only needed the information already discussed in the report to be presented in a short and simple slide format. The assignment was going smoothly around this phase, however, when attempting analysis and conclusion for all the information gathered which was part of task 4 led to further confusion which disrupted the flow of the assignment momentarily. This ended up impacting the question and overall perspective of the assignment as I did not find any visible possible solution to the problem. Overall, research paper being an unfamiliar area of assignment for me led to the experience being completely new which led to multiple issues through were overcome through small changes as the assignment progressed.

Evaluation:

The first step to form the research question was one of the most difficult steps as I wasn't sure how to form one. Various research question ideas were formed from reading other research papers and research issues in the accounting field. However, consideration of multiple ideas led to confusion and major issues in deciding the research topic. Some of the associates taking this module helped me through this problem addition to which one of the lecturers from the university later gave me suggestions for which question to choose and how to approach it. After this step, there was some struggle in identifying a proper issue or value for this research due to the question being very general. The decision of approach methods and collection techniques was easier due to there being a proper foundation for the research. Following this assessment, the phase of creating the survey started and there were some issues faced. These issues mainly took place due to a lack of clarity about the research question and the process of the study. This led to some time being taken to create questions for the survey as the questions needed to cover the necessary parts needed for the analysis. Because of this, I had to change my approach towards the question where initially the question was approached to understand and prove whether these professional certifications affect the three main factors, this was later changed to understanding student opinion. After the finalisation of the survey, it was difficult to get a lot of participants for the survey leading to only 22 students taking part in it. Task 3 which needed a presentation of the idea of the study wasn't difficult in comparison however needed planning on what part it would be able to cover from the report in under 3 minutes. The last task also had obstacles where the final analysis also changed the approach towards the question which made some of the questions asked in the survey rendered unnecessary and some lacked the necessary information to conclude. In this step, the approach changed from the previous one to understanding which influence affected students most. Other than that, another issue faced in this task was the number of words that it initially consisted of. Since I wished to explain the ideas that I had considered through the study and provide a proper analysis the number of words went over the limit. I eventually simplified the explanations excluding multiple sections leading to the poster being changed a lot from its initial stages to the final product.

Analysis:

Reflecting on the assignment, due to the issues faced through the process, the experience was primarily negative however this had its silver lining. Since the assessment was a new concept to me researching how studies are carried out gave me some idea of how to work on the first assessment. Even though I understood how to perform the study carrying it out was a different issue. The issue since the beginning of the study was not forming the question from a problem statement but looking for issues related to the topic after forming the question. Starting the assignment from a problem statement would have made task 1 less difficult than how it was, however, confusion and panic led me to form the question before finding the issue which in turn caused a lot of time and effort taken to do the first task of the assessment.

Additionally, the perspective from which I viewed the question also changed multiple times as earlier discussed which also led to the assignment losing its consistency making the conclusion drawn from the assignment a bit different from what was discussed in the first few parts. This again could have been avoided with proper planning which would have made making the survey easier too with a concrete foundation. Before making the survey I again conducted research on how to create one and how to cover the topics through questions, I also considered advice from friends who were taking the module from which I divided my survey into multiple parts and focused on the type of conclusion I wish to form from the survey. From this, I was able to form a survey with my initial idea in mind. I consider this step to have been useful for my research as it made it easier to form a survey. The third task which was the pitch video was something I was familiar with, having done presentations before. I was satisfied with the content I presented as it covered the first and second tasks properly and the whole video was also under the time limit given. For this presentation other than what was required I additionally put in subtitles to make the video easier to understand and to ensure the content discussed was delivered properly, this was done after discussion with others taking the module to solve the issue of communication. The final task didn't pose many major issues and went relatively smoothly.

Conclusion:

Since multiple obstacles were faced while working on the assignment, there were a lot of lessons learned from the experience. The overall experience led to me having a better understanding of the process of research study and how it is conducted. From the experience, I learned that during the process of forming a research question, the process should root from a problem statement by identifying an issue which would help in the initial structure of the research which would help in stem out to the value that the research brings into the field and the reason for conducting the research. This would also provide a proper foundation for the steps following it. Additionally, in this step, a proper plan of how to carry from forming the question to the type of conclusion I hope to form would've been helpful as it would've helped in maintaining better consistency and a fixed perspective of the question. This would've also made the creation of the survey and the areas I wish to cover. From this better and proper questions would've been formed to not only cover areas but also expand to different perspectives from which the data is viewed which would form a conclusion that considers not only the general analysis but also different aspects of it. In the survey more open-ended questions could've also been included to incorporate more participant perspectives which may not have been considered, this would've led to better and more expanded research. Overall, this module helped me gain a better understanding of research which would be helpful for future research that I may need to conduct.

Action plan:

When working on future research papers I will implement what I learned from my mistakes from the current experience. I would try to form a plan from the initial stages that would not only cover the formation of the question and the approaches but also the analysis I wish to perform from the question. I will try to adjust the plan as the process takes place in order for it to be adjusted for the study and the future steps to be more consistent with the initial part of the research. Additionally, in the future, I would also try to make the survey with more specific questions that lead to the analysis that I wish to conduct, by including more number of question but also more specific questions that are more tailored for the research. I will also try to include more detailed information in my future pitch presentations for it to be more informative for the viewer while also making it simple for better understanding. Lastly, I wish to improve on conference poster by including more demonstrations of the data presented to improve understanding and make it more engaging for the reader. Other than the reflection that I conducted for my first assessment I will also consider the feedbacks I received through and after the process to improve better for future research studies.

References

1. *Gibbs' reflective Cycle*. (2020, November 11). The University of Edinburgh.

<https://www.ed.ac.uk/reflection/reflectors-toolkit/reflecting-on-experience/gibbs-reflective-cycle>

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
	15	
2. Knowledge and Understanding Skills		
	25	
3. Cognitive and Intellectual Skills		
	20	
4. Practical Application Skills		
	25	
5. Transferable Skills for Life and Professional Practice		
	15	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

