

Digital Skills and Research Methods Module Assignment Submission

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Contents

<i>Introduction</i>	3
<i>Review of Existing Literatures</i>	3
<i>Research Methodology</i>	4
Quantitative Research Method	4
Qualitative Research Method	5
<i>Conclusion</i>	14
<i>References</i>	14

Introduction

The purpose of this study is to have the result provide an extract from the discoveries through the research. With all this, it will give an understanding regarding the use of smartphones in the workplace environment and how this can affect negatively, be a distraction or facilitate the company or organization, bringing productivity and growth to the organization.

Review of Existing Literatures

A smartphone is regarded as an indispensable ingredient of contemporary life. The advanced progression of smartphone technologies has profoundly shaped the world. Nearly 6 billion people, corresponding to over four-fifths of the global population, had subscribed to a mobile phone service by the end of 2011 ([ITU, 2012](#)), and is expected that by 2015 more Americans will access the internet through advanced mobile devices, such as smartphones, than desktop computers ([IDC, 2011](#)). Also, mobile devices have converted more implanted in daily living, as they have emerged from simple communication mechanisms to versatile portable computers, enabling various mobile services. The recent propagation of smartphones allows us to foretell that smartphones will pass traditional mobile phones in the near future.

Research Methodology

Methodology applies to the classification and utilization of the best procedure for labelling a logical or possible obstacle and method relates to how information is received. Methodologies produce a synergetic connection with methods and are usually set conversely based on the reflective posture defended by the researcher (Kaplan, 1964). In other words, methodology is concerning "why to" assemble data a particular process and method is regarding "how to". Both are appropriate for the research design.

The two most general types of research are **quantitative and qualitative**. Quantitative studies use theory measurement. Qualitative studies suggest investigating the responses to proposed enigmas. Qualitative research relies on visible and spoken cues. Quantitative interpretation claims that data solely cannot demonstrate the complexity of examination studies (Masue et al., 2013).

Creswell and Plano Clark (2011) argue that mixing methodological procedures increases the overall research design, as the strengths of one method account the deficiencies of other, and can accommodate extra and convincing evidence than mono-method studies. Another further useful advantage is that mixed method research can promote interdisciplinary collaboration and the use of different models.

Quantitative Research Method

Quantitative Research methods rely on the collecting and examination of statistical information to define, interpret, prognosticate, or handle variables and events of

importance (Gay et al., 2009). In other words, the term applies to expose data in mathematical rather than a narrative statement.

Qualitative Research Method

Qualitative researchers are fascinated by knowing the mind people have built, that is, how people obtain a judgment of their life and the wisdom they have in life. (Merriam, 2009, p. 13). The techniques such as member research or proceeding investigations which occur in a story, detailed report of a frame or habit. Sociologists practising those processes typically refuse positivism and embrace a kind of interpretive sociology. (Parkinson & Drislane, 2011).

It consists of an assortment of interpretive, tangible practices that performs the society. These methods change the world. They turn the life into a set of figures, including field data, interviews, discussions, images, recordings, and notes to the self. At this level, qualitative research comprises an interpretive, naturalistic approach to the world. This indicates that qualitative researchers analyse things in their original contexts, striving to make sense of, or to decipher, events in terms of the meanings people bring to them. (Denzin & Lincoln, 2005, p. 3).

Population Research Method

A population is determined as a group of people, with at least one common attribute which identifies that group from other people (Best & Kahn, 2006).

The population would firstly, be too wide for a study of this short field and secondly, too assorted to be able to generalise the conclusions. It is for this purpose that it is essential to have a target population. A target population consists of a particular crowd to whom findings might be generalisable. To resolve the target size, it is crucial to choose a sample from the target population that would determine the source of the research investigation.

Market Research - Sample Size

A sample is a small part of the group selected for research and investigation.

Contrary to public opinion, examples are not selected randomly. Instead, they chose in a systematically random way, so that the outcome or the process of possibility utilized. Where a random selection is not possible, other systematic means are used. (Best & Kahn, 2006).

Sample Size

The use of the survey allows for collecting a high proportion of useful answers from a more comprehensive sample. There are three methods for eliciting opinions and beliefs that have been used widely in opinion research: Thurston Technique; the Likert Method; and the Semantic Differential. In the survey for this study, I utilised the Likert Method, as this was of a more appropriate level for the scope of the study and easier way to get the feedback quicker.

Likert System of Questionnaire Design

The Likert-type scale is a unidimensional measure a single trait method of measuring responses or data collection. It is a standard tool in social surveys or questionnaires.

On a Likert-type scale question, respondents designate their level of agreement or disagreement with a particular statement or inquiring using an ordinal scale (Harry N. Boone & Boone, 2012).

The most common Likert-type scale uses a 5-point response system: Strongly Disagree, Disagree, Neither Agree nor Disagree/Neutral, Agree , and Strongly Agree.



Ethics and Privacy in Data Collection

Educational research concentrates primarily on human beings. The researcher is therefore ethically obligated for protecting the rights and welfare of the subjects who participate in the research (McMillan & Schumacher, 2011). I decided to carry my research with friends and colleagues in London, was necessary for me to receive permission from them before beginning data collection.

On accepting to survey and were also requested approval to have their answers used in the presentation of the study of my assignment.

Findings, Analysis and Discussions

Survey questionnaire

Question 1 – On a scale of 1 to 5 do you approve the use of smartphones in the workplace?



Graphic 1 Analysis:

2. On a scale of 1 to 5 do you think your smartphone helps with productivity?

Graphic 2 Analysis:

3. Do you think using smartphones at work can cause problems in your socialization and interaction with colleagues? On a scale of 1 to 5 give your position.

Graphic 3 Analysis:

4. On a scale of 1 to 5 do you think using a smartphone can improve your communication ?!

Graphic 4 Analysis:

5. On a scale of 1 to 5. Do you think using smartphone reduces stress?!

Graphic 4 Analysis:

Summary of the findings

Conclusion

Still, though we are testifying the accelerated propagation of smartphones into human life, infinite questions about this aspect are still unanswered.

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