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1.0 Introduction

In a previous assignment known as an E-portfolio assignment that required us to conduct research on a topic that students are interested to dive into. In my case, I conducted research on topics that I am interested in which is a study on the effect of viral marketing on consumer's purchasing behavior. Therefore, in this second assignment it is a reflective assignment that will be explaining a reflection on the first assignment which is specifically on the research process. In short, this assignment will be explaining what has been gained and learned in conducting the first assignment.

In the first assignment to conduct the research there are a few steps that must be adhered to, the first one will be identifying problems where a good research starts with being able to identify what are problems that may be faced by people in this current era (Niraula, 2019). Then, the research problems will lead and guide in setting out research questions where it is to address the issues and it is to help researchers to focus on the area that they need to research on so that the data analysis will provide response and answer to the research questions (Hassan, 2023). Next is designing the research approach where it consists of planning and choosing types of procedures for research in which these steps involve assessing knowledge on types of approach that are suitable to be used in conducting the research so that data are able to be organized as per planned (Jilcha, 2019). Then after planning on the research approach, data will be collected that may involve experiments, surveys and gather information from secondary resources such as previous articles and research papers according to what has been planned in the design approach stage (Bhat, n.d.). The stage of presenting ideas is where researchers need to conduct a presentation in a way of pitching the idea of the research topic to make the audience understand the aim and value of the research (Sigh, 2021). The next research process is the crucial part where data analysis is being conducted in which this process involves interpreting and explaining the gathered data with the use of analytical and logical reasoning to determine patterns, relationships or trends (Shreffler & Huecker, 2023). Last process is the common part where a conclusion will be written up based on the research findings and relationship (Sigh, 2021).

1.1 Reflective Model by Graham Gibbs 1988

In this assignment a reflection on the first assignment will be explained based on the Reflective Model (Gibbs, 1988). This reflective model was designed in the year of 1988 by Graham Gibbs, which refers to one of the known models that are used in conducting reflection and self analysis particularly in terms of experiential learning and professional development (University Edinburgh, 2020). It also can be known as a framework to guide in conducting self analysis so that they could gain deeper insight on what needs to be improved and what they have learned (Main, 2023). Reflective model Gibbs, 1988 involved 6 stages that can be looked into, to gain a deeper insight on reflection which is description, feelings, evaluation, analysis, conclusion and action plan (Wain, 2017).

For the first stage is the description phase where we need to explain and describe the event and situation that we are reflecting on in detail (Sigh, 2021) in which this phase is focusing on providing a factual narrative of the event. For example, what happened? Who was involved? When and where did it occur?. Next phase will be the feelings, this is where it is about expressing our feeling, thoughts and reactions in experiencing the event or situation (Adeana et al., 2020), this stage leads us to be aware of our emotions as it will influence our behavior and perception. The question that could help us in expressing our feelings such as how were you feeling? What feelings and early thoughts did you have?. The third stage will be the evaluation part which refers to a stage where we need to analyze the experience such as what went well, what went wrong, is there any negative or positive aspect from the situation. This stage will be able to assess our strength and weaknesses in delivering the task (Husebo & Nestel, 2015). Next step is the analysis part which refers to a stage that investigates and explores more in depth of the experience in delivering our task or the situation and event which helps us to achieve the underlying cause (Miller et al., 2020). This part can be helped by setting up an element to be looked into such as factors, reasons, and influences that contributed to the situation. Then from this stage it will be able to draw a conclusion from the findings, where a summarization of what happened and learning as well as action or steps that could improve our outcome in the future (Johnston & Ezeziki, 2022). As for the last step in reflective model Gibbs 1988 would be the action plan which refers to action that we plan to do if facing a similar situation in the future. Bare in mind with the reflection cycle that we have done in this stage we need to set out a plan that will do differently and successfully.

For this assignment there are 3 focusing areas that will be reflecting on, which is the area of creation of ideas, what has been developed and individual learning. Each of these 3 areas will be discussed by following the cycle of reflective model Gibbs 1988.

1.2 Reflection on creation of idea

Based on the previous assignment the research process consists of a few stages and the first stage would be the creation of an idea. In this stage it involves identifying problems, setting up a research question that could lead to a development on a research topic. At first in the first week of the session madam Myfanwy briefly explained the assignment where the highlight part was setting up the research topic which she informed students need to come out with a research topic but it must derive from a problem that we are concerned about and interesting to explore. Therefore, in my case, at that time the issue that crossed my mind was about brand advertisement that has spread widely for the wrong reason. This is due to the prominent growth of the internet through digital platforms has been an opportunity for businesses to market their business products and services. That has encouraged businesses to create content that could be viral so that it could spread widely through the digital platform. Therefore, initially I planned to conduct a research on the negative effect of viral marketing. However, after I have done some research I found out that this topic is quite wide and complex. This is because the topic does not have a clear picture for me to dive into as the subject that I will need to be looked into is too broad where negative viral marketing could affect businesses, brands, consumers, and society as a whole. Along researching the area it has led me to question the function and workability of viral marketing towards consumer's purchasing behavior. This is because after conducting some literature reading on the viral marketing area, I understand that it is aimed to create a huge awareness on the brand that could increase the business sale. As a result I am able to set up a research topic of a study on the impact of viral marketing on consumer's purchasing behavior.

Thus, with an establishment of this research topic I am able to gather a large amount of literature reviews that are relevant to my research. Although there are plenty of academic journals and articles that can be found on the internet that are related to my research, there is a shortage of resources from E-books, news and media which would make my findings stronger.

1.3 Reflection on Self Development

Furthermore, in the stage of designing the research approach and data collection has contributed to the development of knowledge in the research process. This is where to design the research process it needed us to understand the types of approach and choose which is the most suitable to be used for the research. There are 3 types of research approach which is deductive and refers to research that starts with a theoretical framework (Woiceshyn & Daellenbach, 2018). While inductive research starts with investigation and observation on event or specific situation (Woiceshyn & Daellenbach, 2018). Last is the abductive research that refers to a research that continues an incomplete investigation (Gordon, 2022). With this knowledge I am able to design an approach for my research. The deductive approach was chosen because this research uses theories and analysis from previous research to test out.

As for the data collection method I chose to conduct a primary research and supported by secondary research. The primary research is where a survey is distributed to consumers based on convenience sampling. This part I am having challenges in preparing the questionnaire where I design my questionnaire that consists of 25 questions in it. However, I got the opportunity to consult with madam and get feedback to minimize the question. Then I designed another questionnaire which consisted of 9 questions in it that could help to respond to the research questions and compared with hypothesis findings. It was my first time to prepare a questionnaire through google form. Hence, I gain new knowledge and skills to play with google forms and get to know how to use it by referring to YouTube. Besides that, I chose to distribute my questionnaire based on convenience sampling due to time constraint so this technique is the most suitable as it could reach any types of respondent. It has accelerated my process in receiving respondents and I am able to proceed with analyzing the data.

1.4 Reflecting on Learning

Moreover, from conducting the research assignment it has led me to gain new knowledge where with the research itself it has responded by concern and questioned whether viral marketing is functioning and workable or not. The findings have shown that viral marketing has influenced consumers' purchasing decisions. Next is from posting the elevator pitch video to madam has led me to believe myself that I have skills and confidence in presentation. This is because based on the comment of the elevator pitch video I received positive feedback on presentation skills. However, I need to improve the positioning of the slide presentation in the video where it should be placed so that it would not disturb audience concentration. Last but not least the most enjoyable part of conducting the research assignment is creating the academic poster. Although its quite challenging because there is a lot of information that needs to be inserted in the poster at the same time it needs to be understandable and attracted by the audience. Therefore, it has enhanced my creativity in designing a poster that is full of information yet understandable. I personally enjoyed designing it and think that my poster is the most complete poster and can be categorized as a good academic poster.

Conclusion

In a nutshell this reflection task has given me a good chance to evaluate and analyze my course-related learning and personal development. I have a better awareness of my skills, limitations, and places for progress because of self-reflection. In my educational and personal path, it has brought out the value of ongoing learning, adaptation, and good communication. The idea that reflection is a crucial tool for self-awareness and development has been reinforced by this assignment, allowing me to create meaningful goals and progress towards becoming a more person that hunger for new knowledge and improvement.

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