



Assignment 1: Blog Posts 1-7

Reflections on quantitative research

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Blog 1: My reflections on Applied Quantitative Business Research in the first week of study (Word count:433)



The applied quantitative business research is an essential module for the study of the Doctor of Business Research. It is the academic underpinnings of doctoral research. I learned some crucial aspects of this module in the first week of studying the module. Firstly, I learned that the essence of quantitative study design is an effective prior way to get the whole framework of this subject. Quantitative research is a common tool which always used in many kinds of research.(Vogt,2011) .It could be used for the quantitative analysis within doctoral research by using quantitative research techniques for many types of data sources. Such quantitative research techniques including hypothesis testing, assumptions

of the research, statistical modeling, exploratory factor analysis, survey and questionnaire design, etc. Moreover, learn how to use SPSS to analyze variables and parameters to acquire a statistical outcome for doctoral research. (Vogt,2011).

The content of the module is very useful and attractive for my future research. However, there are still some challenges that I need to resolve in my future study in the next few months. First of all, I need to find an effective way to make the study of this module to be more effective. I am very glad to get important learning information from my online class. Whatever, I still need to take enough time for completing my reading task so as to acquire much more knowledge and increase the comprehension of quantitative research. Furthermore, I will also make effort to enhance my practices of quantitative research and try to apply it to my job. It can also be predicted that the efficiency of the study of this module will be greatly increased a lot by applying the knowledge of quantitative business research. Therefore, my target for the study of this module is not only just for learning and using it but also how to do better research by using quantitative techniques such as SPSS and sampling strategies. In addition to this, how to critically evaluate the contexts by using quantitative research techniques is another important target for my business research. Make our research to be more critical and academic is basic and important. In such a stage, I will not only consider the strengths and limitations of my quantitative research but also apply quantitative research techniques to make the outcome to be more critical. It could effectively contribute

to increasing the depth of our current business research by finding more questions from such quantitative analysis.(Poon, 2003)

Finally, I hope that I could completely master quantitative analysis and apply it to my business research analysis in my future doctoral research.

Blog2: The biggest challenges of using quantitative research methods(Word count:514)



It is excited for me to have an opportunity to continue my study about quantitative research methods because I would like to access more knowledge about it so that it could make my future research more efficiently. I gradually concluded that there are two biggest challenges of using quantitative research methods that could influence the effectiveness of it when we applied it for our own organizations. Quantitative research is a research process which includes the process of searching general laws and various theories by applies many differences of methods from the viewpoint of process. However, it also could be viewed as a research aim that we intend to better express results by analyzing numerical data with many types of instruments such as survey and sampling questionnaire from the viewpoint of outcome. Quantitative research methods are tools which applied

for quantitative research especially for the quantitative innovation and support. Whatever, it could not possible to avoided that there are five biggest challenges that greatly influence the effectiveness of quantitative research.(Fong, 1991)

The first biggest challenge is related to the ethics of quantitative research methods especially when applied for organizations. Such ethical problems could be derived from many aspects of our quantitative research methods. It could be happened by the ignorance of the design of quantitative research methods. The careless design of the process of quantitative research methods will induce a series of ethical problems. For example, some researchers ignore the privacy of the design of questionnaire and survey for our sample data collection. The privacy information could be unconsciously revealed due to above reason. That could make our interviewee misunderstand the purpose of our data collection so as to influence the effectiveness of quantitative research methods. However, the researchers should follow the principles for research integrity to better improve this problem. For example, they could scrupulous follow the European Code of Conduct for research integrity and signed once researchers decide to choose one kind of quantitative research methods. Furthermore, researchers could attend ethical courses which held by their organizations if it is possible or they could make and signed relevant protocol to improve and resolve such ethical circumstances of quantitative research methods in their own organizations.

The second challenge is related to the residual of quantitative research methods. The residual is impossible to be avoided completely when we use one kind of research methods which could lead the inaccurate results produced due to this reason. The deviation analysis could effectively resolve the deficiency of the application of one kind of quantitative research methods and as an effective replenishment to better complete the outcome of quantitative research when applied for our own organizations.(Goodman, 2011)

The eager for seeking the nature of quantitative methods study for me is not ever stopped even if these two big challenges may exist in our quantitative research methods when we applied in our own organizations. These even effectively ignite my interest on this module. Hope it is a good start for me to continue my study of applied quantitative business research so as to better apply in my own organization research.

Blog3: The reason for sampling could be regarded as the foundation of robust quantitative research(Word Count:524)

Many scholars explained the definition of sampling in their publications. The sample could be reckoned as a small part of a whole group according to the article of Fink. Such a sample is a miniature version of a whole group. Field recognized sampling as a kind of means to discover the essence of the population (Field, 2005). The sampling method is an efficient way to get a relatively accurate result from the population for my subsequent research. Such a result could be used to calculate in a mathematical way and then acquire a result mathematically. Whatever, compare with qualitative research, the essence of quantitative research is the activities which were researched in a counting and measuring way and it could be influenced by the treatment of the data collected. Therefore, sampling is an efficient tool for the selection of a small part of a whole group. (Kamil, 2004).

To continue to do some research on the importance of sampling for quantitative business, I summarized that there are two main reasons why sampling could improve quantitative research according to the lessons from the module of Applied Quantitative Business Research and some literature reviews. First of all, the factor of the sampling procedure should not be ignored. Firstly, it could directly impact the accuracy of the results of quantitative research so that influence the quality of quantitative research. Which kind of population that we

should concern as the source for sampling selection is a typical problem for the sampling procedure from this point of view. For example, some researchers did a grazing experiment in the Mediterranean and try to compare the results of qualitative research and quantitative research. However, they find that such a research method is not adaptable for the quantitative research of less common and rare species of the specified rangelands due to they choose a sample from the group of the most common species by the use of intensive sampling. After all, these researchers adjust the sampling frame and population of concern and discover the core differences between the results of quantitative and qualitative research for species change in grasslands and analyze the factors which influence the results. Such a paradigm shows that the population of concern decides the trend of quantitative research. Therefore, the confirmation of the appropriate population of concern could greatly contribute to the foundation of the subsequent quantitative research if you first chose the right trend of research.(Golodets, Kigel, Sapir and Sternberg, 2012)

The second factor that could effectively increase the efficiency of quantitative research if you select the right method of sampling. The sampling method selection is easy being influenced by several external and internal factors. Such as the population of concern, the external environmental factors, etc. Moreover, it is obvious to find that there are huge differences that existed in different kinds of sampling methods when compared with them. For example, every unit could be

picked in the sample by the use of a probability sample. In the contrast, some of the units of the populations have the chance to be selected by researchers which is significantly different from the method of a probability sample. (Sedgwick, 2014)

Blog4: The ethical issues of Netflix's approach to utilizing big data and machine learning to improve click rates(Word Count:511)



The time passed so quick and all of us come into the fourth week of study of Applied Quantitative Business Research. The task is related to the utilization of big data by Netflix and relevant ethical issues. Netflix is a multinational enterprise that bases in America and is well-known for its streaming media platform. It was just provided DVDs rental services to customers by mailing since it started in 1997. Then it began to provide subscription services to customers to enlarge market globally since 1999. It has successful transformed from a DVDs rental shop to streaming media platform from then. However, the relevant ethical problems are also arising from the development of the company when they leverage big data and new technologies to promote the competition of the enterprise in this brutal global market at the same time. Such new technologies encompass artificial intelligence technologies and machine learning. Netflix wants to improve its service quality by leveraging these new technologies so as to provide better services to its loyal customers. It could not only effectively help the platform to attract more potential customers to sign up and joined in by payment but also

move forward to exploit the global market so as to increase more profits for the company. Moreover, customers could also enjoy the entertainment and more easy to find their favourites from the platform due to the improvement of better quality services. For example, some of Netflix' s customers were in trouble with finding their favourites on its streaming media platform because there is no historical trail left in the search box. Furthermore, other customers may face another problem is that they usually do not know which kind of movie is their love and they really hope that machine could help them to make these decisions because they reckon that machine could do this better than human themselves. Netflix' s new technologies launched by leveraging big data and machine learning effectively resolve and improve the circumstances and problems which customers have to face in the past. Netflix successfully improve the efficiency of searching the favourites which customers are interested in and saving much their precious time than before. Similarly, Netflix also earned more profits from these business actions and achieved better development from then on.(Greg, 2017)

However, the ethical problem also appeared due to the above business actions because customer privacy hardly not avoided to be infringed and Netflix could get first data by leveraging big data and machine learning for its business use. Even these business actions may refer to violates the fair-trade laws and other laws from some point of view. (Krasnow Waterman and Bruening, 2014)

Whatever, such technologies are good for its own development and it is better for it to design a plan to resolve or improve these ethical problem to achieve its sustainable development in the future. To ensure the protection of personal data privacy, Netflix could consider to firm comply with the data integrity principle to against misappropriation and misuse, etc. Let' s expect its future business actions for this ethical problem.(Krasnow Waterman and Bruening, 2014)

Blog5: The review on the quote from J.Ellenberg (Word Count:217)

I am concentrating on the study of the significance test in the fifth week of study of the module of applied quantitative business research. The significance test is a statistical process used to distinguishes differences between hypothesizes and observations.(Wiseman, 2015). Such differences are from sampling errors. Therefore, to do a significance test we should make a hypothesis for whole parameters or distribution forms, then make a judgment on it by the use of sampling information collected so that we can find whether the difference between reality and hypothesis exists. However, the essence of the significance test is a method to discover the differences between the whole reality and hypothesis. It is an effective tool for researchers to detect errors and differences from the results of the significance test from a functional point of view. For example, Larry did the research for the Lasso by the use of a significant test. Then the author finds that the circumstances for high-dimensional and low-dimensional models are different. He successfully detected the differences by the application of a significance test in his research and finally get this conclusion. Such results may motivate the process of research so that improve the quality of research if the result is critical and typical compare to other results from the significance test.(Sterne and Smith, 2001)

Blog6: The reflections on the application of quantitative methods for pharmacovigilance(Word Count:254)

I read an article that is related to pharmacovigilance in the application of quantitative methods. The author explains the definition of pharmacovigilance and its relationship with the detection of adverse events. In the past, many relevant researchers propose the possibility of the causality between some adverse events and drug by the observation and diagnoses with the seriousness of it and the quality of the relevant data and information. However, the author finds that further investigation about the relationship between adverse events and drugs is needed by reading a series of well-documented reports as supplements to the research of pharmacovigilance. Moreover, he also mentioned the importance of the source of data and as a key clue to open his mind with this research effectively so that he could provide constructive academic opinions from this point of view. The author reckons that the data source should be variable and not only focus on the data from the previous well-documented reports but also other sources of data such as first data by observations, etc. Moreover, the signals from another source of data is another key point that could be used for quantitative research. Some kinds of hazards will be discovered and identified by the application of this method. In a word, researchers of this article tried to combine the application of qualitative and quantitative methods to reveal the reasons of signals so as to better research of pharmacovigilance and try to seek a

good resolution to secure the safety of drug use for people.(Hauben and Zhou,
2003)

Blog7: Review how could I use quantitative methods in my DBA research(Word Count:485)

The quantitative methods are one of the crucial tools for my DBA research. There are some key factors that I will pay attention to it when I apply quantitative methods to my DBA research. Firstly, it is important to specify the research target of my DBA quantitative methods so that I could gradually modify my research methods no matter for quantitative methods or qualitative methods. Secondly, learn how to use the paradigm is another important factor for the use of quantitative methods in my DBA research. Essentially, the paradigm is a framework of my research and it decides the direction and structure of my DBA research. I can gradually confirm my research direction and decide whether or not to use qualitative or quantitative methods for my research after the completion of the paradigm. However, the paradigm needs to fit my research plan no matter which has been selected.(Venkatesh and Brown and Bala, 2013)

Moreover, I will also mention the data source for my DBA research. The data source could be distinguished as primary data and secondary data. Such type of data use also decided by the paradigm of my research. The quality of the data sources also influenced the quality of my quantitative research. The conclusion of my research will not critical by the use of low-quality data sources. It is worth noting that it seems that the use of secondary data in research is a good way to

save precious time. However, it is hard to control the quality of secondary data due to its data source controlled by other researchers.

Furthermore, the way for data collection should not be ignored because it could firsthand influence the quality of first and secondary data. As a result, some factors should be cautioned which refer to this aspect. First of all, I will define the character of my research, such as descriptive or exploratory, etc. Secondly, I will evaluate whether the data could be directly observed and what kind of data will be needed in my research.

In addition to this, I should also make sure my hypothesis should be unambiguous and explicit which could greatly contribute to my subsequent DBA research. The ambiguous hypothesis will bring ambiguous trends for DBA research as researchers make experiments and persistent research on it.

Besides, quantitative methods also include quantitative support and innovation from the viewpoint of the nature of quantitative research. Quantitative support is the activities that assist the management of our organizations. Quantitative innovations refer to the long-term strategic breakthroughs which could contribute to the long-term development of our organizations. Therefore, the quantitative methods are also meaningful for the development of organizations not only important for my DBA research.(Fong, 1991)

I really cherish the time to study the module of applied quantitative business research and I will continue to conclude and study the knowledge of this module and try to better apply it to my DBA research.

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