

## Slide 1 Cover page



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## Slide 2 Module

# RESEARCH METHODS

- ❖ Module: Digital Skills and Research Methods
- ❖ Module Code: BMSW4004
- ❖ Student Name: Viktoria Koleva (2028456)
- ❖ Assignment Title: Research Methods
- ❖ Lecture Name: Paul Ranson



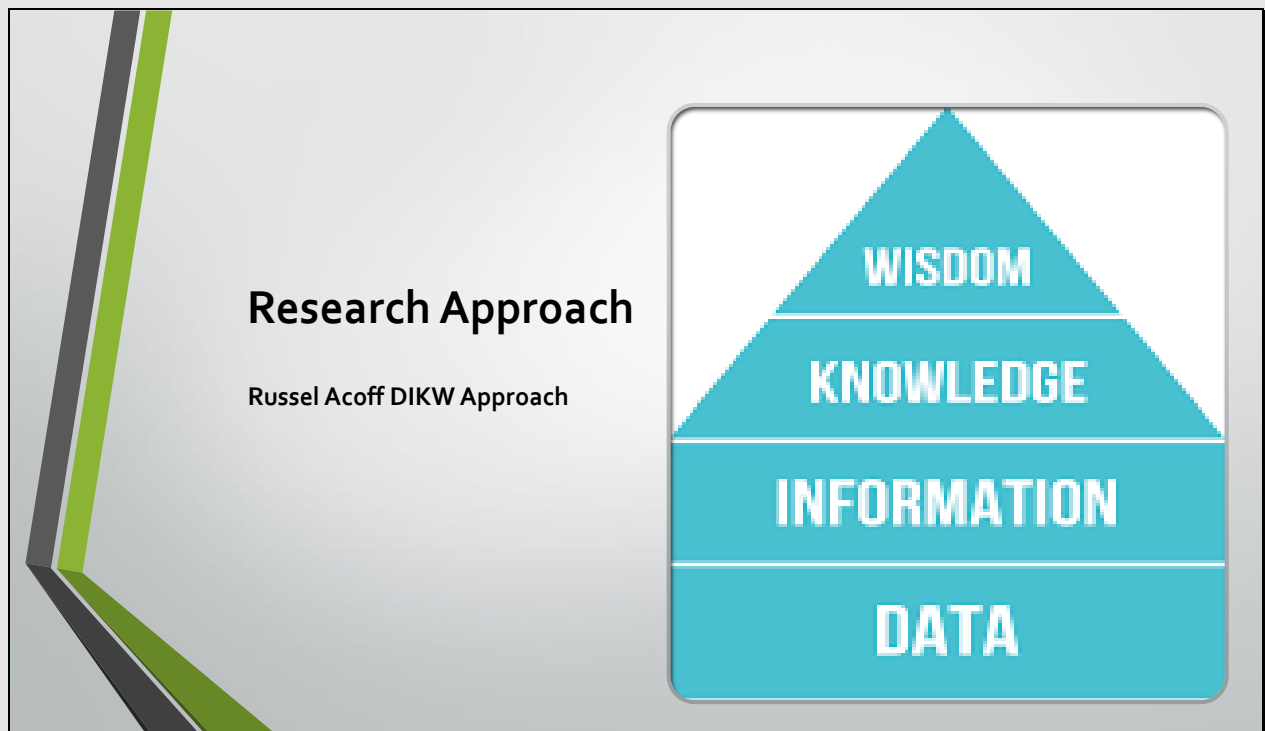
## Slide 3 Angela Duckworth



**Angela  
Duckworth**

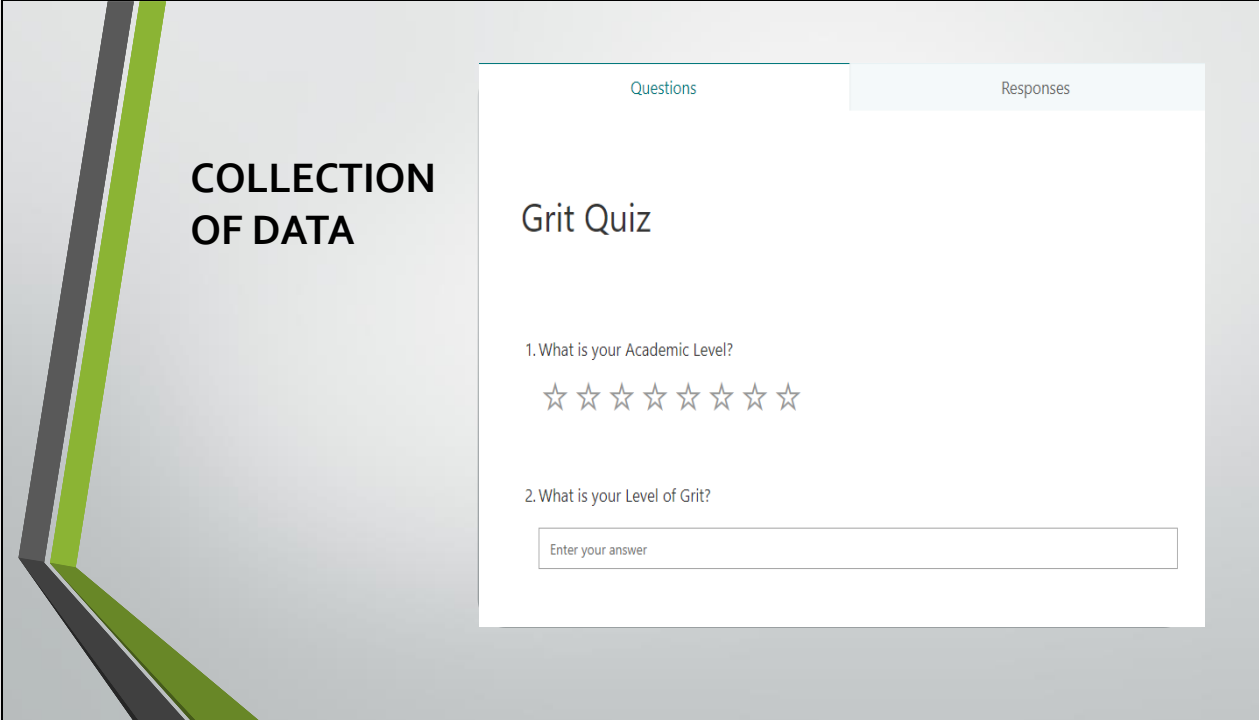
Angela Duckworth is an American academic, psychologist and popular science author. She is a professor at the University of Pennsylvania. Her book *Grit* is bestseller in New York Times. In 2013 Angela Duckworth gave a lecture about her book and explaining how Grit for long term goals a significant predictor of success is. Her lecture has been published from Ted Talk. Ted is global community, welcoming people from every discipline and culture, where giving deeper understanding of the world. After doing a thorough study of Angela and her lecture at Ted Talk, I can conclude that her video meets all the criteria for the CRAAP Test. First, because it is relevant. The video is not older than 10 years. The site is up to date and popular. There are views of about 24 million. Her lecture is translated into 50 languages. This video is authoritative, because there is the author - Angela Duckworth. And it is connected to a university. Also, the video is accurate because this is the quoted original source. I can completely trust this information. The author purpose is to impart to the audience knowledge and skills to achieve better results and satisfaction with what has been achieved. Is talent born or created? This is only one of the issues within which Grit's theory, developed by the American writer Angela Duckworth, works. This theory aims to discover personal development through passion and perseverance when it comes to pursuing a goal in life. Perseverance is one of those vague concepts we know very little about. But one thing is for sure - the more persistent we are, the more successful we become.

## Slide 4 Research Approach - DIKW



Russell Ackoff, a professor of organizational change, systematizes four categories of the human mind - data, information, knowledge, wisdom. Data are presented as facts collected and reflecting a specific subject area to create information and knowledge. Information is what one understands about reality, and this is transformed data into a more useful form. Information can only be created if the data is intended for a specific purpose. Knowledge allows a person to change the data and their purpose. Knowledge is defined as a combination of perception, learning and thinking. Data must be processed to have value. Studying the specific circumstances helps to decipher the meaning. What contains information about one person can be data about another person. The cost between data, information, knowledge, and wisdom, with rather shades of grey. The intellectual flow of data to information, knowledge and wisdom ultimately comes from restoring meaning in the decision-making process. The process of collecting data and turning it into information and knowledge is extremely important for the evaluation of the thing. Wisdom aims to identify the truth to make the right judgments based on previous knowledge, experience and intuition. Within the organization of intellectual capital, or organizational wisdom, collective knowledge is applied. The significance in modern conditions is complete for every organization. It is tantamount to superiority, and what dominates it attracts basic resources for success.

## Slide 5 Collection of Data



**COLLECTION OF DATA**

Questions Responses

### Grit Quiz

1. What is your Academic Level?

☆☆☆☆☆☆☆☆

2. What is your Level of Grit?

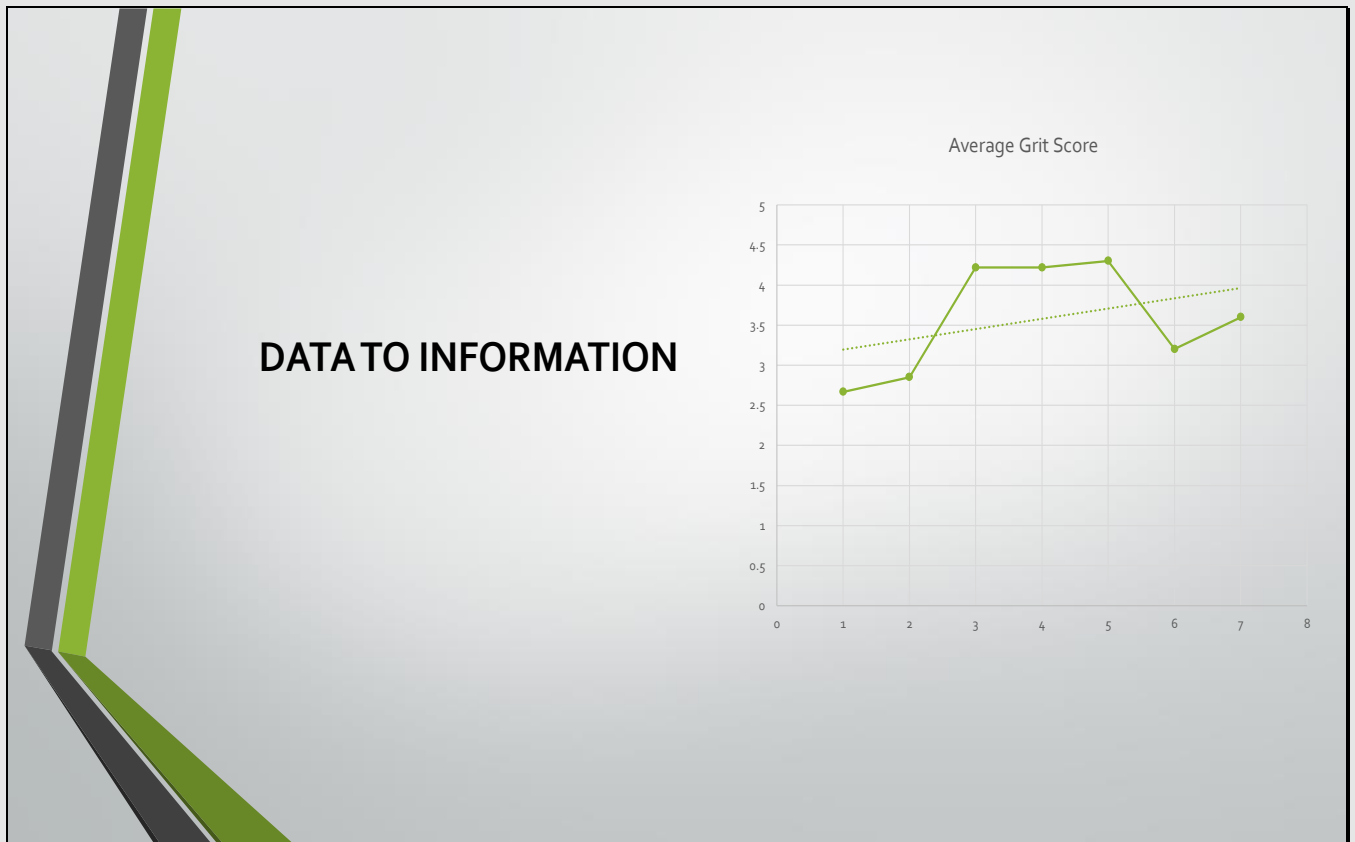
Enter your answer

### My Video Details Task 1

|                                          |                                                                                                                                                                     |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Your Name                                | Viktoria Georgieva Koleva                                                                                                                                           |
| Your Student Number                      | 2028456                                                                                                                                                             |
| Is video is on Stream (Y/N)              | Yes                                                                                                                                                                 |
| Is video shared with your lecturer (Y/N) | Yes Paul Ranson                                                                                                                                                     |
| The URL (shared link of video)           | <a href="https://web.microsoftstream.com/video/0e2ac585-cd64-400a-a29c-f2b59542cf0d">https://web.microsoftstream.com/video/0e2ac585-cd64-400a-a29c-f2b59542cf0d</a> |

From the video I created in Task 1, I showed in detail how to create a Microsoft Form to collect primary data from my classmates. With Microsoft Forms, can create surveys, tests, and surveys and easily see the results when you receive them. The purpose of my primary data collection is to determine the grit scale of my classmates. First, I logged in to Microsoft Forms with my Microsoft 365 school credentials, I chose a new form from Microsoft Forms and a title for my Grit Quiz form. Then select the Add questions option. I had two questions. The first was “What is your academic level?” and the second was “What is your Level of grit?”. I visualized my form as I chose the Preview option to see what my form will look like on a computer or mobile device. Finally, I sent my completed form to all my classmates via their emails. After receiving feedback, I collected primary data, which I later converted into information.

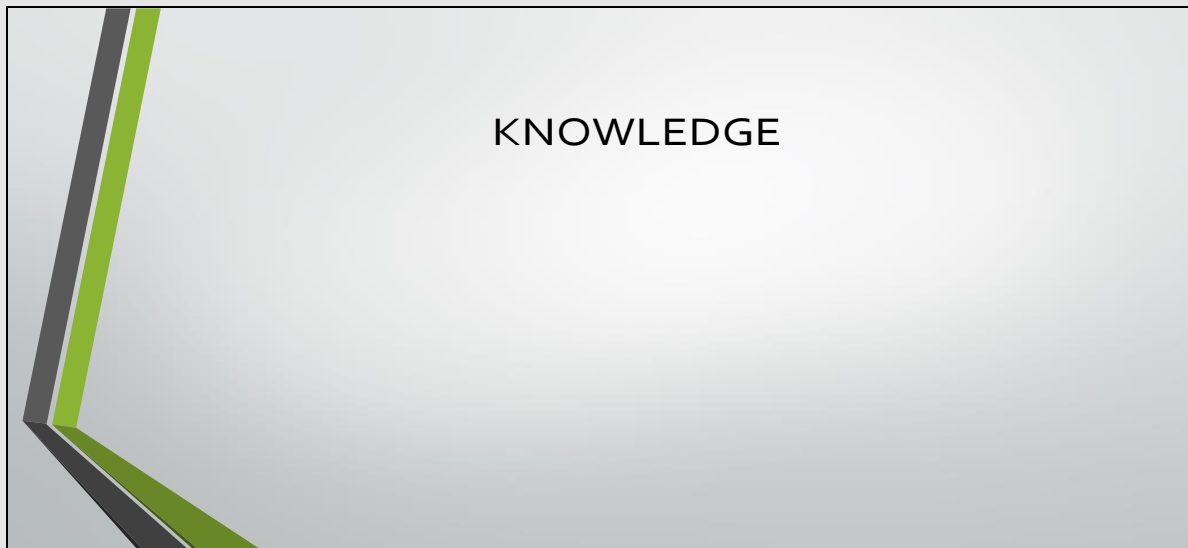
## Slide 6 Data to Information



Data is raw and meaningless information. It is a collection of symbols, numbers, observations, signs, and stimuli (Bosancic, 2016). There are two main types of data - qualitative and quantitative data. We can also classify data into primary and secondary data. Quantitative data are numerical data and are represented by numbers or numeric data sets. This data can be used in any mathematics calculations or analyses involving statistics. Examples of quantitative data include temperature, humidity, length, age, area, height, prices, and everything else that can be measured objectively. Qualitative data are the opposite of quantitative data. It deals with data that cannot be measured objectively, but can only be described as, for example, smell, texture, taste. Qualitative data are the observations made during the evaluation something and we can collect data from open questionnaires, groups, document analysis Data can also be primary or secondary data. The primary data is data collected directly from sources. And the secondary data is the data which have already been collected from primary sources From the data I collected from feedback from my classmates, I transformed it into information. After receiving the above chart, I concluded that the grit level of my classmates is high and good. Which led me to think that each of them has the necessary

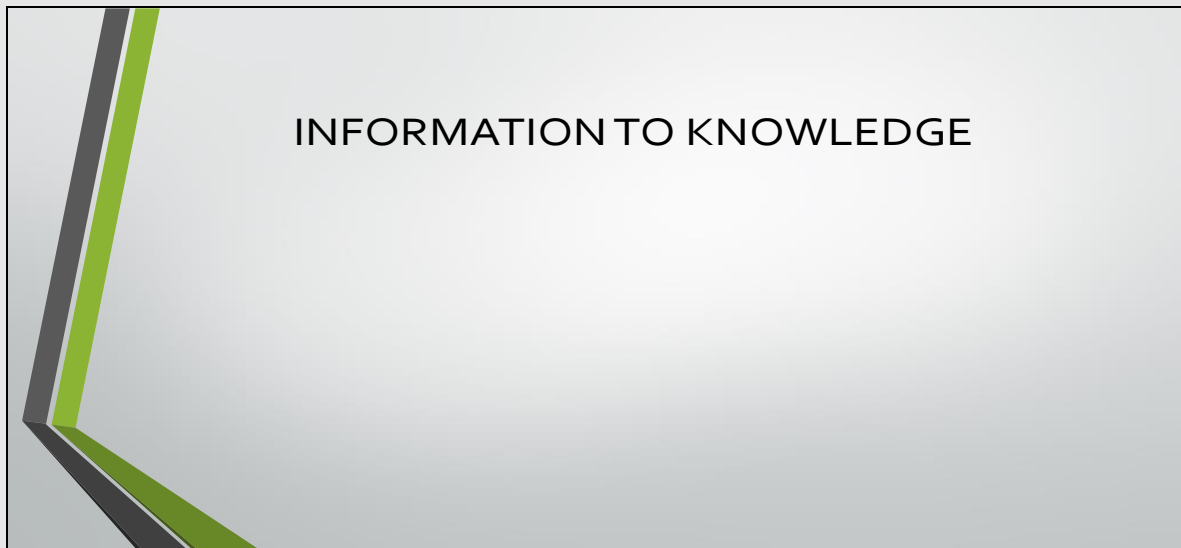
perseverance, perseverance and discipline to pursue their goals and improve more and more knowledge and skills. I am sure that perseverance, perseverance, discipline and the desire for new knowledge will bring them great success in the future. More knowledge and wisdom, higher level of Grit.

## Slide 7 Knowledge



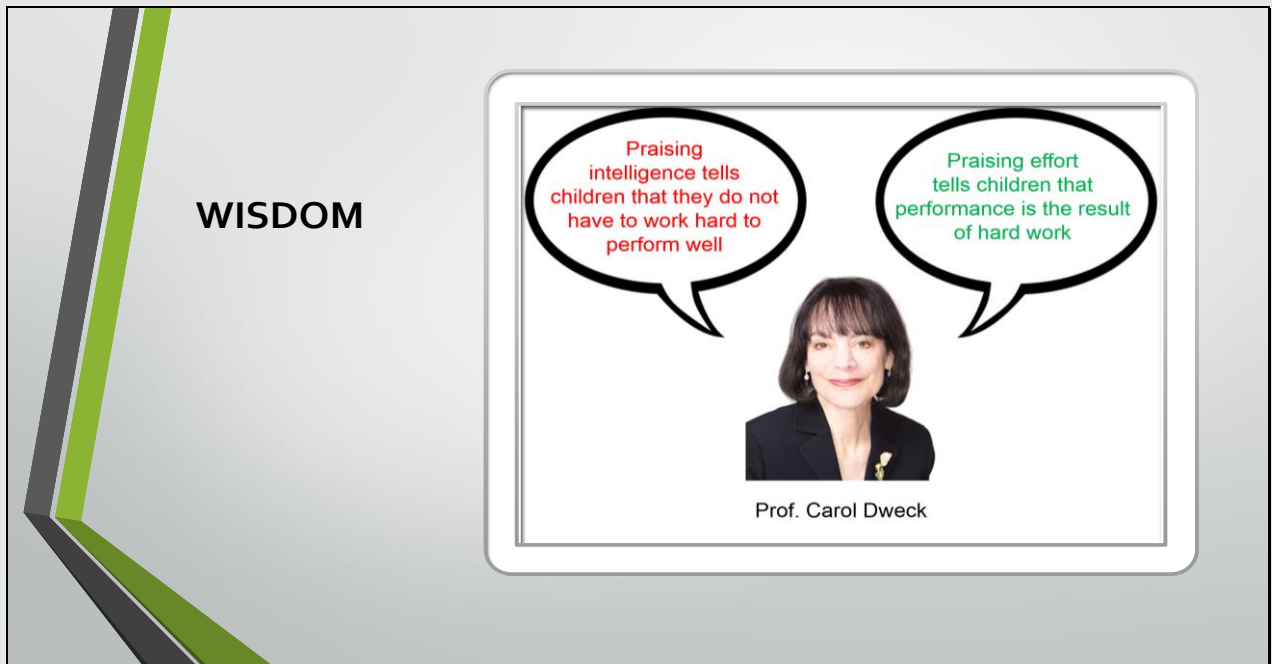
Research has revealed four psychological qualities that people with grit have in common: interest, practice, purpose, and hope. It is about working on what attracts and motivates us. Research shows that people who have a profession that suits their personal interests are usually happier with their lives, perform better, help their colleagues better and keep their jobs longer. Duckworth explains that "it takes time and energy to feel interested in something, but also a certain discipline and sacrifice." To develop our interests, it is necessary to work hard, to learn, to practice and to make efforts. You can have passion, but if you don't push, you won't highlight or develop it. It is also true that if you are not passionate or not interested in what you are doing, it will cost you much more to persevere. In her study, Duckworth also found that song patterns, in addition to discovering something that had happened to them and developing that interest, learned to be restrained. They have a lasting interest in which they continue to publish news in what they do, there is always more to learn and know within your business. They do not jump from one project or activity to another completely different without avoiding something specific. People with grit are those who know what they want to achieve in their lives because they have set out to discover, develop and deepen their interests. They have learned to persevere in the face of obstacles, and they devote more quality time and thoughtful practice to their interests, see the meaning and purpose of their work (no matter what it is) and believe that with their own effort's things will improve.

## Slide 8 Information to Knowledge



In our culture, we tend to put too much importance for "innate" talent over effort, accepting many times that if there is little talent, it will not allow us to go very far. Duckworth, considered for this overestimation of talent, can be targeted as "we convey that other factor such as grit are not as important as they really are." If we think about it, I can see that the talent has not been increased to explain the achievements. One can have talent and still miss it, not show it, not use it. On the other hand, talent does not necessarily guarantee that a person has the passion and perseverance to finish what he has started, that he can move forward when the movement becomes difficult. Some people may think that with the talent they have, it is enough and that it is worth not bothering to polish it and expand its boundaries. Also, when we place too much emphasis on talent, we run the risk of excluding other people whose potential is also valuable very early on. We all want to succeed in what we do. There are many books that advise us how to do it. However, despite so much information out there ... we are still looking for the perfect recipe that allows us to get there as quickly as possible and perhaps without much effort. We are obsessed with getting results and do not focus on the process. But to enjoy the sweet fruits to see our most important goals, it takes much more than intention and desire, it takes effort.

## Slide 9 Wisdom – Carol Dweck



The conclusion I can make is that there is no person who does not want to be successful. The secret is that success does not come by chance. According to psychological research, successful people develop strategies to ensure that their goals are achieved. In the 1960s, psychologist Carol Dweck supported the idea of engaging in two different types of thinking - "progressive thinking" and "fixed thinking" - with many facts. Regarding this theory, progressive thinking gives a person the ability to develop, it must change, contrary to him, fixed thinking makes people perceive themselves as fully realized or unknown individuals. Undoubtedly, progressive thinking leads to much higher successes and achievements. All people have the right to make mistakes, to ask what will happen after they fail - whether they will spread into the abyss or will be sent and move on. This is the key to success. The most important thing is to focus on the steps to success, not within the cell itself. Many people focus on their main goal, instead of within the necessary tasks and steps to achieve it. Sustainability is a determining factor when it comes to success in any goal that is offered. Therefore, everyone, regardless of their situation, can learn and develop any quality, as long as they try hard enough. Determination, perseverance and perseverance, it is these qualities that allow you to turn your dream into reality, and the set goal into a tangible result. The lack of these qualities leads to the fact that a person quickly gives up, abandons his business halfway, does not finish what he started, obeys the pressure of circumstances and resigns himself to difficulties, instead of obeying his dream and resigning to his goal.

Determination, perseverance and perseverance are needed for each of us to win. By contributing to the development of these qualities, you are working for future success. The thoughts below are just such a contribution. Persistence and perseverance are very important and very strong-willed personal qualities that help a person to achieve his goals, to succeed and to win. However, most people are not persistent enough and not persistent enough, they often succumb to difficulties and thus deprive themselves of the opportunity to achieve more in their lives. People who do not know how to be persistent often give up early, give up and lose, instead of going to the end and achieving the desired results. Therefore, perseverance and perseverance must develop, these qualities must be in every self-respecting person. Persistence, perseverance and discipline is one of the main forces we must develop in order to live more fully and happily. Everyone could finish what they started with greater success, as long as they wanted to. If a person acts clearly on his goals and does a little every day to achieve them, he will not be easily shaken by the difficulties and will lead to a successful end to his efforts.

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