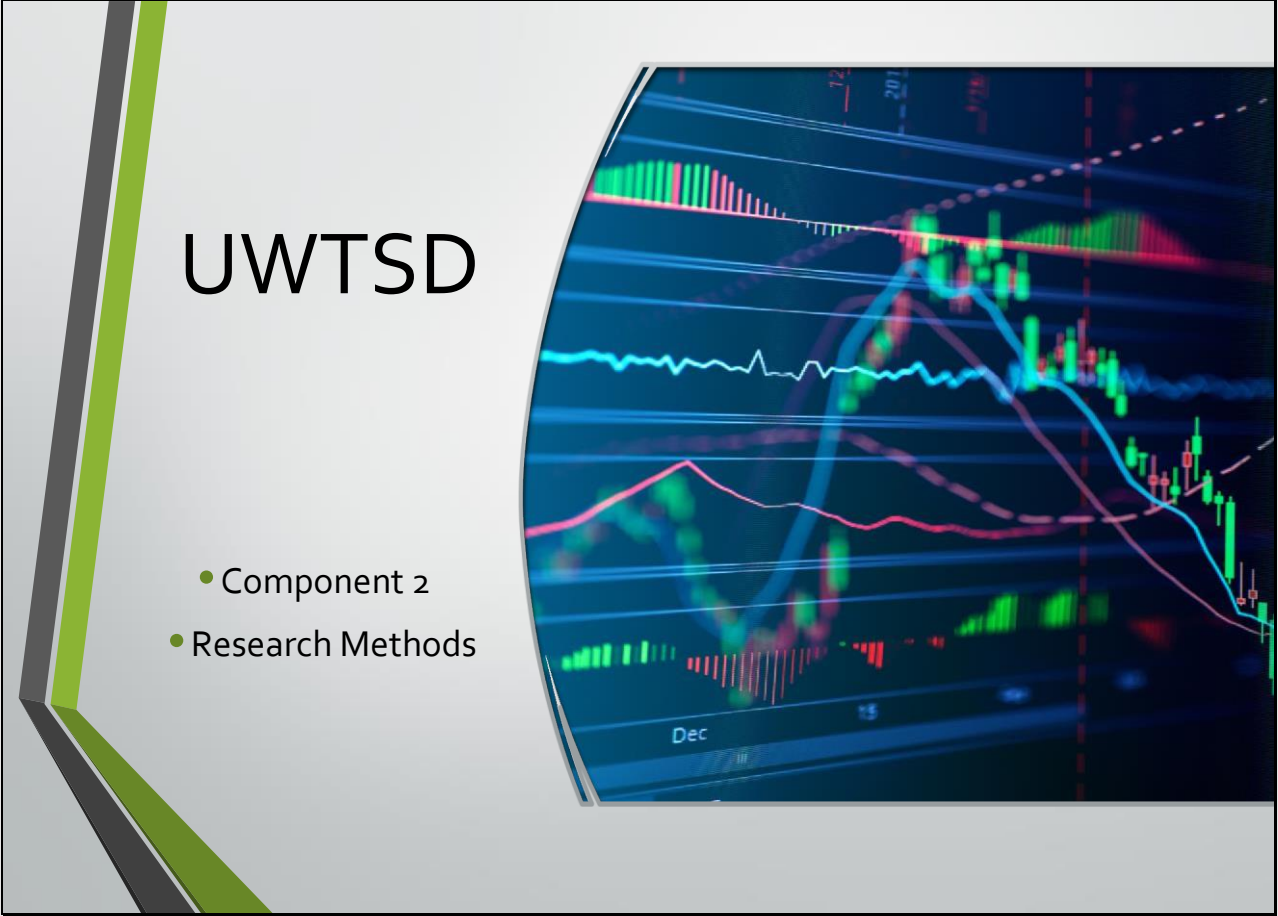


Slide 1 Cover page



The cover page features a light gray background with a decorative green and gray diagonal stripe on the left side. The text 'UWTSD' is prominently displayed in the center-left. Below it, a bulleted list contains 'Component 2' and 'Research Methods'. On the right, there is a curved rectangular inset showing a complex financial chart with multiple colored lines (blue, red, green) and candlestick patterns, set against a dark blue background with some text like 'Dec' and '15' visible.

UWTSD

- Component 2
- Research Methods

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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**

**Grit: The power of passion and perseverance.
(Duckworth, 2016)**

Angela Duckworth is an American academic, psychologist and popular science author. She is a professor at the University of Pennsylvania. Her book *Grit* is a bestseller in the 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 a 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

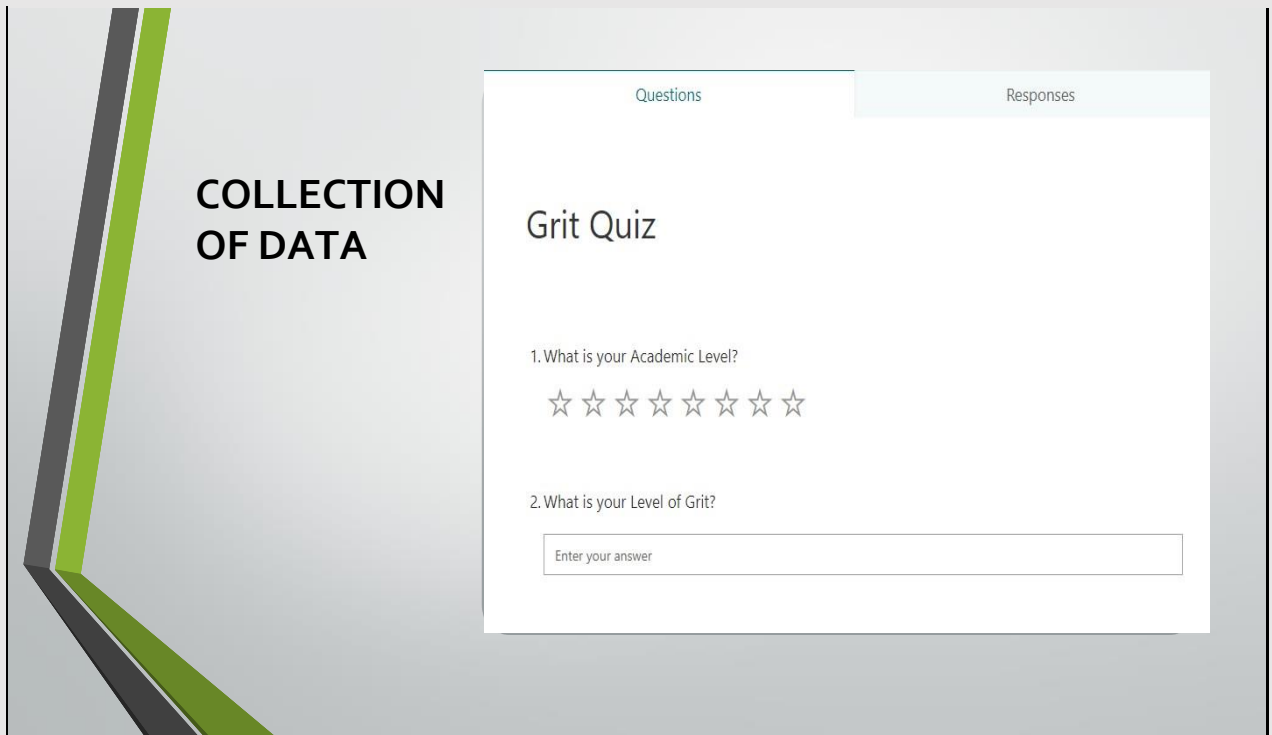


“Typically, information is defined in terms of data, knowledge in terms of information, and wisdom in terms of knowledge” (Rowley, 2007)

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?

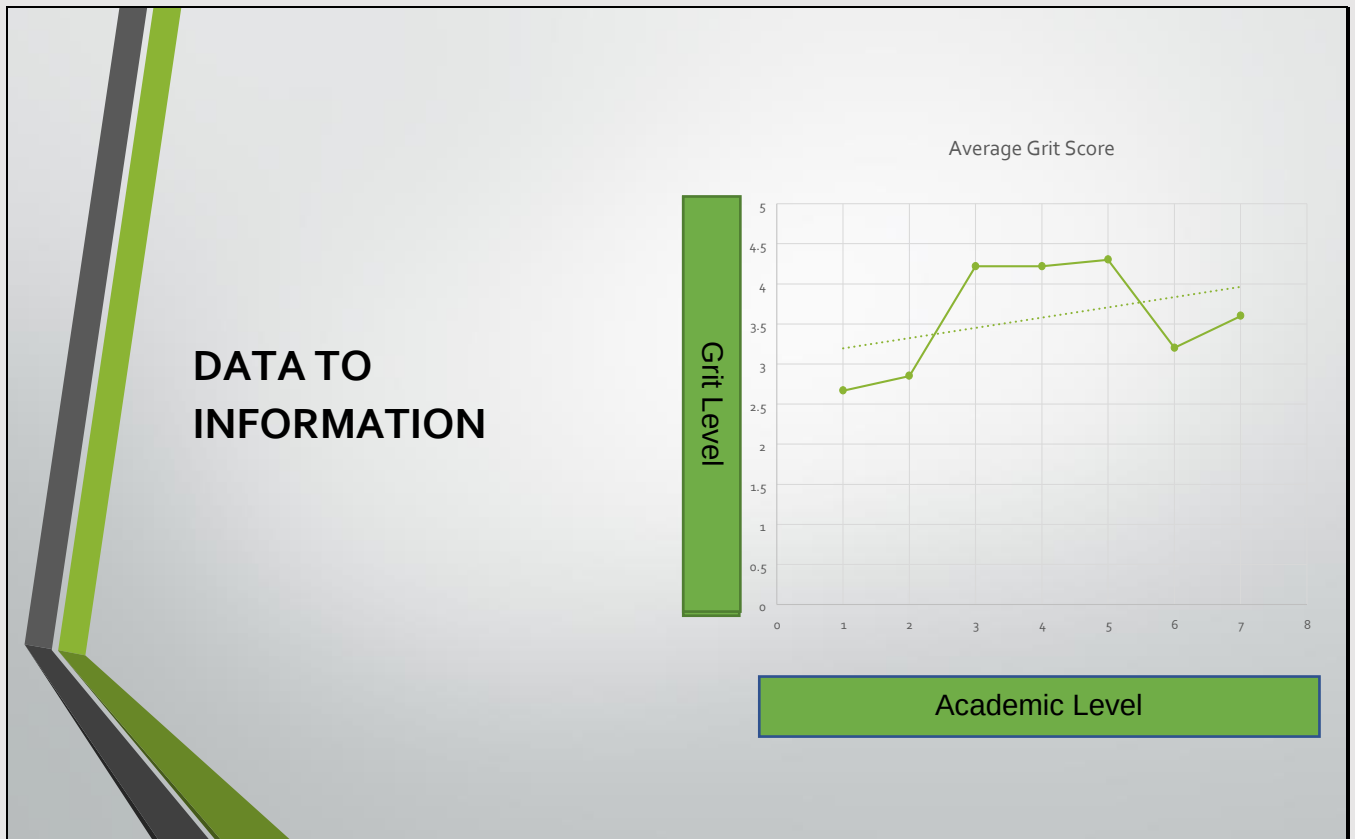
Enter your answer

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)	https://web.microsoftstream.com/video/0e2ac585cd64-400a-a29c-f2b59542cf0d

In the video I made for Task 1, I demonstrated how to develop a Microsoft Form to collect primary data from my classmates in detail. With Microsoft Forms, you can effortlessly design surveys, tests, and surveys and view the results as soon as they arrive. The goal of my primary data collection is to establish my classmates' grit scale. First, I used my Microsoft 365 school credentials to connect to Microsoft Forms, then I created a new form and gave it a title for my Grit Quiz form. Then choose the option to add questions. I had two inquiries. "What is your academic level?" and "What is your grit level?" were the first two questions. As I selected the Preview option, I envisioned my form.

Slide 6 Data to Information

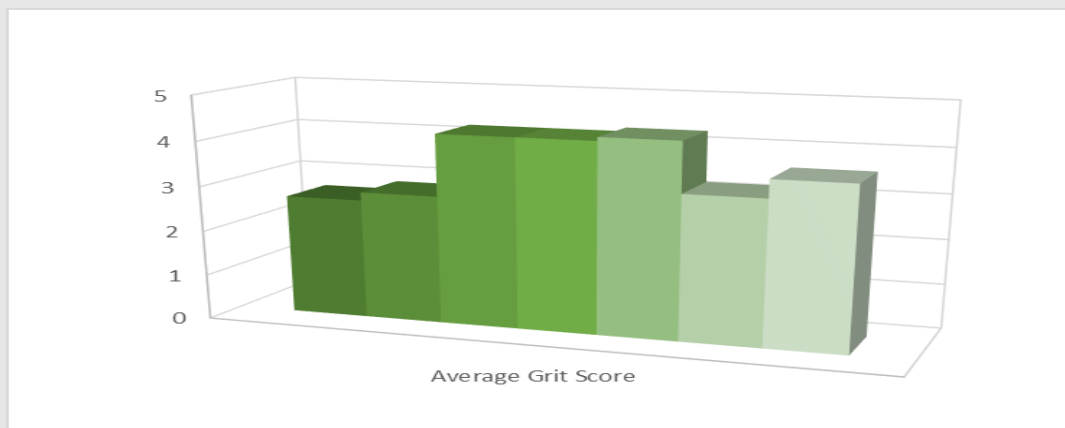
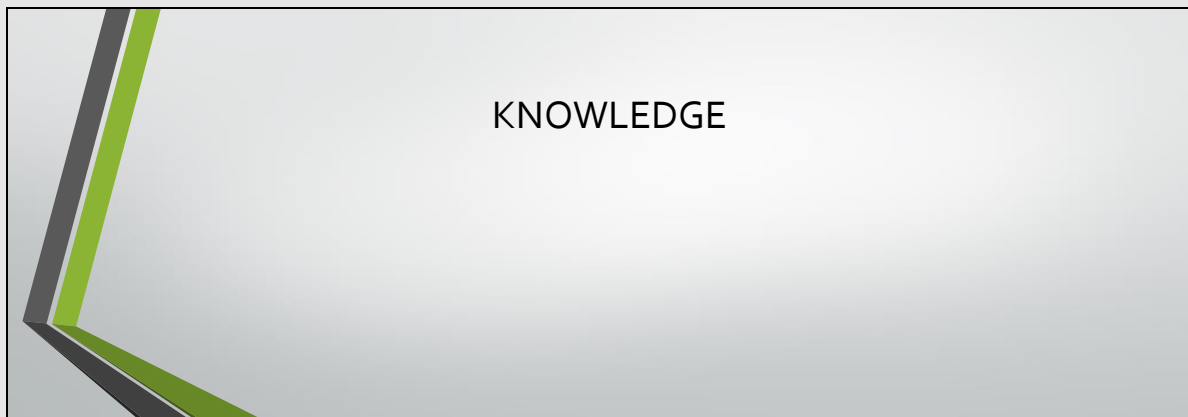


“Data is like garbage. You’d better know what you are going to do with it before you collect it.” (Mark Twain)

Data is unprocessed and worthless data. It consists of several symbols, numbers, observations, signs, and stimuli (Bosancic, 2016). Data is divided into two categories: qualitative and quantitative. Data can also be divided into primary and secondary categories. Numerical data, often known as quantitative data, is represented by numbers or numeric data sets. This information may be utilised in any math computations or statistical analysis. Temperature, humidity, length, age, area, height, pricing, and everything else that can be measured objectively are examples of quantitative data. Data that is qualitative is the opposite of data that is quantitative. It deals with facts that can't be objectively tested but can only be described, such as smell, texture, and taste. Qualitative data are observations made during

the examination of anything, and they may be collected through open surveys, focus groups, and document analysis. Data might be either primary or secondary. Primary data is information gathered directly from sources. And secondary data is data that has already been obtained from primary sources, such as the comments from my students, which I turned into information. After receiving the chart, I concluded that my students' grit level is strong and good. Which led me to believe that every one of them has the persistence, determination, and discipline required to achieve their objectives and gain further information and skills. I am confident that their dedication, discipline, and drive to learn new things will bring them great success in the future. Grit increases with more knowledge and wisdom.

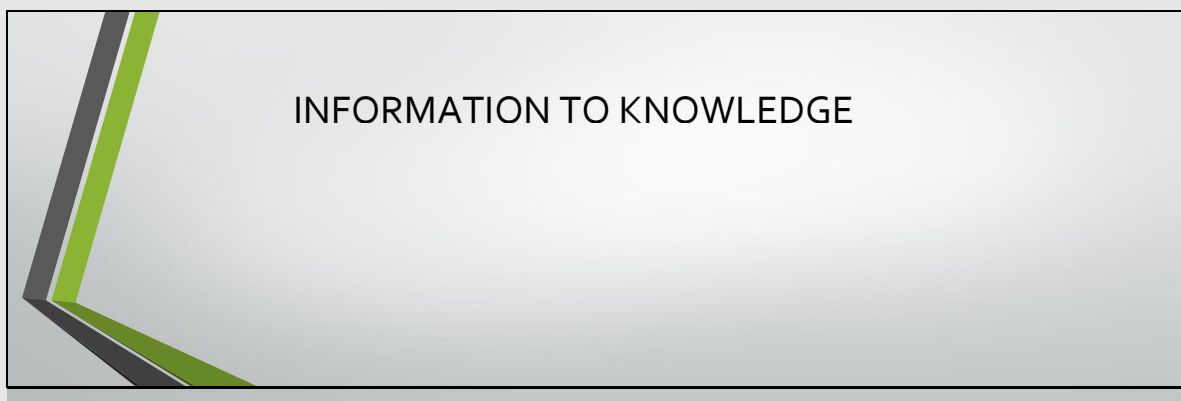
Slide 7 Knowledge



People with grit have four psychological characteristics, according to research: curiosity, practise, purpose, and hope. It's all about focusing on the things that entice and inspire us. According to research, persons who work in a field that matches their own interests are generally happy with their life, perform better, support their co-workers more effectively, and stay in their positions longer. "It takes time and energy to be engaged in something," Duckworth says, "as well as a certain discipline and sacrifice." It is vital to work hard, study, practise, and put in the effort to develop our interests. You can have a lot of passion, but if you don't push yourself, you won't be able to show it off or grow it. It is also true that persevering will cost you far more if you are not passionate or engaged in what you are doing. Duckworth discovered in her research that song patterns learnt to be restrained in addition to learning and gaining an interest in something that had happened to them. They have a long-term interest in what they do, and they continue to disseminate news about it; there is always more to study and know about your industry. They don't bounce from one endeavour or activity to the next without avoiding something in particular. People who have grit know what they want to accomplish in life because they have set out to explore, develop, and deepen their passions.

They've learned to endure in the face of adversity, and they dedicate more quality time and careful practise to their hobbies. They understand the significance and purpose of their job (whatever it is), and they think that things will better with their own efforts.

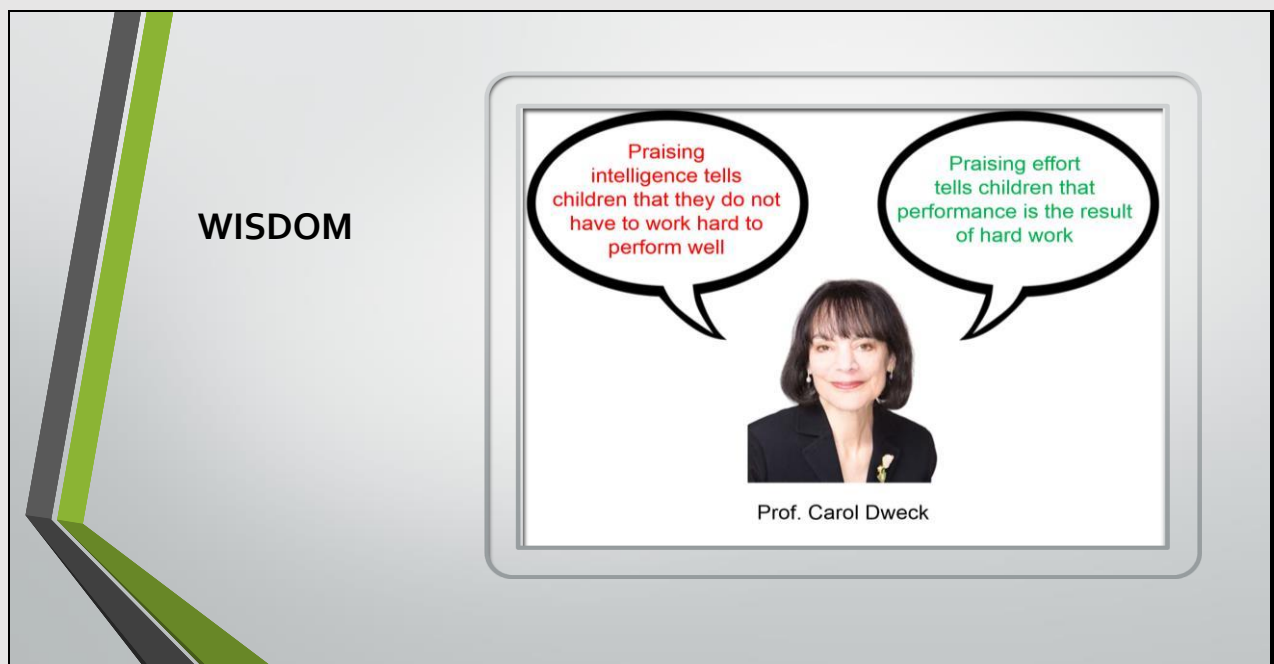
Slide 8 Information to Knowledge



We tend to place too much emphasis on "innate" talent over work in our society, if we have little skill, we will not be able to get very far. Duckworth, who is accused of exaggerating skill, might be blamed because "we signal that other factor such as grit are not as significant as they really are." When we consider it, I believe that the talent level has not improved to account for the successes. It is possible to have skill yet not recognise it, much alone apply it. Talent, on the other hand, does not ensure that a person has the will and persistence to accomplish what he has started, or that he will be able to continue when the movement gets stagnant. Some people may believe that their gift is sufficient, and that it is not worth the effort to polish

it and broaden its horizons. Furthermore, if we place too much attention on skill, we risk early on rejecting other people with tremendous potential. We all want to be successful in our endeavours. There are a lot of books out there that tell us how to do it. Despite the abundance of knowledge available, we are still striving for the right formula that will allow us to get there as fast as possible and with as little work as feasible. We are fixated on achieving outcomes and have lost sight of the process. However, we must savour the luscious fruits in order to see our most important goals, it takes much more than intention and desire, it takes effort.

Slide 9 Wisdom – Carol Dweck

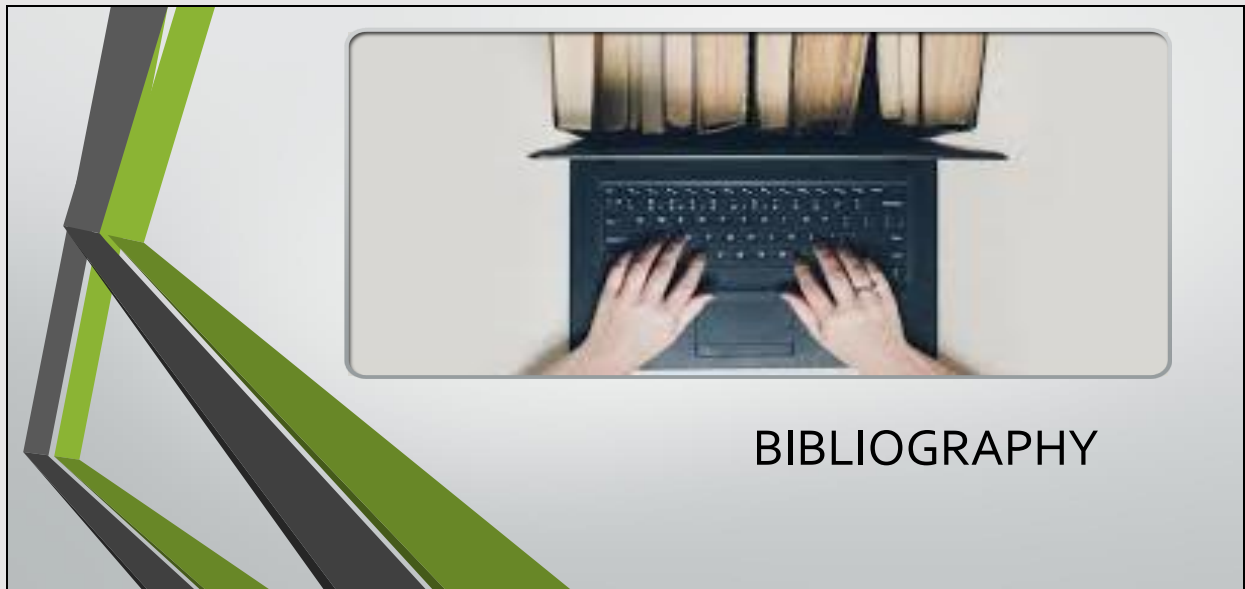


The only true wisdom is in knowing you know nothing. (Socrates)

I've concluded that there is no one who does not want to be successful. The secret to success is that it does not happen by accident. Successful people, according to psychological study, devise tactics to guarantee that their objectives are met. Carol Dweck, a psychologist, advocated for using numerous facts to engage in two forms of thinking: "progressive thinking" and "fixed thinking" in the 1960s. According to this idea, progressive thinking allows a person to grow and change, whereas fixed thinking, on the other hand, causes people to regard themselves as completely developed or unknown persons. Without a question, advanced thinking leads to more success and accomplishments. Everyone has the right to make errors

and wonder what will happen if they do so, whether they will fall into the abyss or be sent on their way. This is the secret to achievement. The most crucial thing to remember is to concentrate on the stages to achievement rather than the goal itself. Many people are more concerned with their main objective than with the duties and stages required to attain it. When it comes to achieving any objective, sustainability is a key issue to consider. As a result, everyone, regardless of their circumstances, may learn and improve any skill if they work hard enough. Determination, persistence, and perseverance are the attributes that lead to success. To win, each of us will require determination, tenacity, and perseverance. You are ensuring future success by assisting in the development of these skills. The following ideas are an example of such a contribution. Persistence and persistence are vital and strong-willed human attributes that aid a person in achieving his or her objectives, succeeding, and winning. Most individuals, on the other hand, are not persistent enough, and as a result, they frequently surrender to challenges, depriving themselves of the potential to achieve more in their life. People who lack the ability to persevere frequently give up early, giving up and losing, rather than persevering to the finish and attaining the intended objectives. As a result, patience and perseverance must be developed, and these traits must be present in every individual.

Slide 10 Bibliography



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