

IS Project (Bachelor & Master): Learning Materials for Quantitative and Qualitative Research Methods

Case: Evaluation of Mobile Office Adoption in Stadt X- NRW

Background

As part of its digitization initiatives, the City of XYZ in NRW is planning to implement the following two projects: Mobile Office and E-file. A successful implementation of these projects depends to a decisive degree on acceptance by the employees and managers. In view of the considerable changes in the day-to-day working lives of employees, as well as the opportunities for control by managers, there is a high risk of non-acceptance and, thus, of (partial) failure. In order to support the success of these initiatives, they would, therefore, like to evaluate the attitudes of the employees and managers toward these initiatives, thereby deriving appropriate recommendations for change management. The data collection for the evaluation will consist of both quantitative and qualitative research methods. All the relevant employees will be surveyed; interviews will target several different groups of employees and managers.

Contribution and tasks

Based on a real case scenario, the group of students are expected to develop (e-)learning materials for a workshop on how to conduct qualitative and quantitative research, which will include the following:

Survey	Interview
<ul style="list-style-type: none"> • Survey Guidelines • Survey design (identify target population and sample size) • Survey tool comparison • Survey questionnaire design (structure, type of question) • Sample set of survey questionnaire • Pilot survey • Data collection procedure • Data cleansing procedure • Data analysis procedure • Visualizing the analysis • Writing a survey report (template) 	<ul style="list-style-type: none"> • Interview Guideline • Interview design (target population, sample size, sampling technique) • Criteria to select interviewer • Interview question design (structured/semi-structured) • Sample set of Interview question • Comparison of recording tool • Comparison of text analysis tool • Learning materials to train the interviewer • Interview roleplay (Video?) • Response analysis • Visualize the analysis • Writing an interview report (template)

- This project can accommodate Bachelor and Master students who will be split into two teams.
- One team will work on the Survey-related materials, while the other team will work on the Interview-related materials.
- Each team will consist of 1-2 Master and 3-4 Bachelor students
- Although each team can work independently, they are required to exchange information and to show progress by reaching certain milestones.
- Upon receipt of your confirmation, you can also be part of the (real case) project team – to work side by side with the Stadt X team

Evaluation

1. *60% of final grade:* Project deliverables:

- 1) Survey Guideline (e-book)
- 2) Interview Guideline (e-book)
- 3) Sample set of survey questionnaire
- 4) Sample set of interview questions
- 5) Report templates (and sample visuals)
- 6) Videos (i.e., interview role play)

2. *40% of final grade:* Final presentation of the project results (PPT plus verbal delivery)

Application

Interested Bachelor and Master students (or groups of students) can apply for this project by submitting a) a *current grade transcript* and b) a *brief motivational letter* before **Friday, 19.04.2019, 23:59**. Please send your application, including the relevant documents (in PDF format), via email to **Anna Khodijah** (anna.khodijah@uni-due.de) using the subject **SITM IS project – summer term 2019**. Please indicate for which group you are applying and whether you are willing to be part of the project team – to work side by side with an external project team.