

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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|----------------------|---------------------------------------------------------|
| Predmet: | Kvalitativna in kvantitativna raziskovalna metodologija |
| Course title: | Qualitative and Quantitative Research Methodology |

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|-------------------------------------|-----------------------|----------------------|-----------------|
| Študijski program in stopnja | Študijska smer | Letnik | Semester |
| Study programme and level | Study field | Academic year | Semester |

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|------------------------------------------------------------------|---|-------|--------|
| Poslovna informatika, magistrski študijski program druge stopnje | - | prvi | drugi |
| The second cycle masters study programme Business Informatics | - | first | second |

Vrsta predmeta / Course type

Obvezni/ Obligatory

Univerzitetna koda predmeta / University course code:

4-PI-MAG-KKRM-2022-05-27

| Predavanja | Seminar | Vaje | Klinične vaje | Druge oblike študija | Samost. delo | ECTS |
|-------------------|----------------|-----------------|----------------------|-----------------------------|----------------------|-------------|
| Lectures | Seminar | Tutorial | work | | Individ. work | |
| 40 | / | 40 | / | / | 160 | 8 |

Nosilec predmeta / Lecturer: Doc. dr. Victor Cepoi

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| Jeziki / Languages: | Predavanja / Lectures: | Slovenski / Angleški |
| | Vaje / Tutorial: | Slovenski / Angleški |

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**Prerequisites:**

Ni posebnih pogojev za vključitev v delo.

No special requirements.

Vsebina:

Teoretične in konceptualne perspektive kvantitativnega in kvalitativnega raziskovanja:

- koraki izvedbe raziskave,
- cilji raziskave,
- paradigmatični temelji,
- vrednote in etika v raziskovalnem procesu.

Potek kvantitativne in kvalitativne raziskave:

- problem,
- teorija,
- konceptualizacija,
- operacionalizacija,
- hipoteze in spremenljivke,
- raziskovalna vprašanja,
- vzročnost v okviru kvantitativne raziskave,
- viri podatkov (primarni in sekundarni),
- zbiranje podatkov,
- merjenje in merske lestvice,
- veljavnost in zanesljivost merjenja.

Metode in tehnike kvantitativnega in kvalitativnega raziskovanja:

- preverljivost, izvedljivost, časovna komponenta,
- kvalitativne: anketiranje, analiza primarnih in sekundarnih numeričnih podatkov - matematične in statistične metode,
- kvantitativne: intervjuji, fokusne skupine, analiza dokumentov, opazovanje, študija primera in druge metode analize kvalitativnih podatkov,
- triangulacija (kdaj in zakaj).

Analiza kvalitativnih in kvantitativnih podatkov in njihova interpretacija:

- tehnike za urejanje podatkov: kodiranje, opombe, označevanje, izbira, povzemanje,

Content (Syllabus outline):

Theoretical and conceptual perspectives of quantitative and qualitative research:

- steps of conducting the research,
- research objectives,
- paradigmatic foundation,
- values and ethics in the research process.

The structure of quantitative and qualitative research:

- problem,
- theory,
- conceptualization,
- operationalisation,
- hypotheses and variables,
- research questions,
- causality in the context of quantitative research,
- data sources (primary and secondary), data collection.

Methods and techniques of quantitative and qualitative research:

- qualitative: surveys, analysis of primary and secondary numerical data - mathematical and statistical methods,
- quantitative: interviews, focus groups, analysis of documents, observation, case study, and other methods of qualitative data analysis,
- triangulation (when and why).

Qualitative and quantitative data analysis and their interpretation:

- data editing techniques: coding, notes, tagging, selection, summarizing,
- data description, synthesis, analysis, evaluation, comparisons,

- opis podatkov, sinteza, analiza, evalvacija, primerjave,
- interpretacija: lastna perspektiva, distanciranje od lastnih virov podatkov, splošno razumevanje, razlike (različni pogledi), odstopanja (vrednosti, ki odstopajo),
- navezava na teorijo.

- interpretation: own perspective, distancing from own data sources, general understanding, differences (different views), deviations (values that deviate),
- link to the theory.

Temeljni literatura in viri / Readings:

- Steven J. Taylor, Robert Bogdan, Marjorie DeVault (2015): Introduction to Qualitative Research Methods: A Guidebook and Resource. New Jersey: John Wiley & Sons.
- Bryman, Allen (2012): Social Research Methods. 4th edition. Oxford and New York: Oxford University Press.
- Lamut, Urša in Macur, Mirna (2012): Metodologija družboslovnega raziskovanja: od zasnove do izvedbe. Ljubljana: Vega.
- Martin, William E. in Krista D. Bridgmon (2012): Quantitative and Statistical Research Methods: From Hypothesis to Results. John Wiley and Sons Ltd.
- Punch, Keith F. (2013): Introduction to Social Research: Quantitative and Qualitative Approaches. Sage Publications Ltd.

Cilji in kompetence:

Splošne kompetence:

- Sposobnost interpretacije poslovnih podatkov in priprave poročil na njihovi osnovi.
- Uporaba uveljavljenih metodoloških pristopov za upravljanje sodobnih poslovnih sistemov.
- Sposobnost iskanja virov in pridobivanja podatkov za potrebe digitalizacije poslovanja.
- Kritično razmišljanje o omejitvah poslovnih podatkov in njihovi etični uporabi.

Predmetno-specifične kompetence:

- sposobnost priprave samostojnega raziskovalnega načrta v predempirični fazi, ki vključuje kritičen pregled izbrane literature, prepoznavanje raziskovalnega problema, teme ter postavitev raziskovalnega vprašanja; konceptualizacija raziskovalnega načrta, ki temelji na predhodnem poznavanju epistemoloških temeljev raziskovanja;
- sposobnost uporabe in pravilnega sklicevanja na ustrezne domače in

Objectives and competences:

General competences:

- The ability to interpret business data and prepare reports based on them
- Usage of established methodological approaches for managing modern business systems.
- The ability to find sources and obtain data for the needs of digitalization of business.
- Critical thinking about limitations of business data and their ethical usage.

Subject-specific competences:

- Ability to prepare an independent research plan in pre-empirical phase involving critical review of selected literature, recognition research problem, topics and asking a research question; conceptualization of the research plan based on prior knowledge epistemological foundations of research;
- Ability to use and correctly refer to relevant domestic and international sources, be able to use electronic data

mednarodne vire, zna uporabiti elektronske vire podatkov in je sposoben zagotoviti kritično analizo relevantne literature;

- uporaba postopkov kvantitativne in kvalitativne raziskave: problem, teorija, konceptualizacija, operacionalizacija, hipoteze in spremenljivke, vzročnost v okviru kvantitativne raziskave, podatki in zbiranje podatkov, merjenje in merske lestvice, veljavnost in zanesljivost merjenja;
- sposobnost izdelave in izvedbe kvantitativne raziskave (npr. ustvariti vzorec);
- sposobnost izdelave in izvedbe kvalitativne raziskave (npr. voditi fokusno skupino);
- sposobnost zavzeti samostojno stališče do ključnih etičnih vprašanj v raziskovalnem procesu ter kritično ovrednotiti družbeno odgovornost raziskovalca.

sources and be able to provide critical analysis of relevant literature;

- Usage of the quantitative and qualitative research: problem, theory, conceptualization, operationalisation, hypotheses and variables, causality in the context of quantitative research data and data collection, measurement and measurement scale, validity and reliability of measurements;
- The ability to construct and conduct a quantitative research (e.g. to create a sample);
- The ability to construct and conduct a qualitative research (e.g. conduct a focus group);
- Ability to take independent positions on key issues ethical issues in the research process and critically evaluate social responsibility researcher.

Predvideni študijski rezultati:

Študenti bodo zmožni:

- v kontekstu raziskovalnega procesa in v povezavi z drugimi predmeti demonstrirati znanje relevantnih vprašanj iz kvalitativne in kvantitativne raziskovalne metodologije;
- zavzeti stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično ovrednotiti konkreten primer;
- uporabljati metode in tehnike kvantitativnega in kvalitativnega raziskovanja;
- uporabljati programsko opremo za kvantitativno in kvalitativno analizo;
- izvesti načrt kvantitativne in kvalitativne raziskave: raziskovalno vprašanje, hipoteze, vzorec, anketni vprašalnik in načrt obdelave;

Intended learning outcomes:

Students will be able to:

- in the context of the research process and in conjunction with other objects student demonstrates knowledge of relevant issues of qualitative and quantitative research methodology;
- take a position on key ethical issues in the research process and can be critical in evaluating concrete examples;
- Learn and apply the methods and techniques of quantitative research;
- Use the software for quantitative and qualitative analysis;
- to plan and execute a quantitative and qualitative research, including research question, hypothesis, sample and questionnaire plan of research;

- kritično ovrednotiti primernost določene raziskovalne metode za analizo konkretnega problema.

- critically evaluate the appropriateness of certain research method for the analysis of a concrete problem.

Metode poučevanja in učenja:

Learning and teaching methods:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij;
- Individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj).

- Lectures with students' active participation (lecture, discussion, questions, examples, problem solving exercises);
- Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice);
- Use of online classroom or other contemporary ICT tools;
- Individual and group consultations (discussion, additional explanation, dealing with specific questions).

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

| Način (pisni izpit, ustno izpraševanje, naloge, projekt): | | Type (examination, oral, coursework, project): |
|-----------------------------------------------------------|-------|------------------------------------------------|
| Raziskovalna seminarska naloga | 100 % | Research essay |

Reference nosilca / Lecturer's references:

- CEPOI, Victor. A meta-analysis and explanation of innovation processes through the outline of social fields theory. *Research in social change*, ISSN 1855-4202, Sep. 2020, vol. 12, iss. 3, str. 15-31.
- CEPOI, Victor. Interplay of social forces : a focus on regional innovation processes. *The social sciences*, ISSN 1993-6125. [Online ed.], 2019, vol. 14, iss. 12, str. 423-430, ilustr. <https://medwelljournals.com/abstract/?doi=sscience.2019.423.430>.
- KANTOR, Irina Ana, CEPOI, Victor. From neglect to crime : the role of media in the 2015 European migration crisis : a comparative study in three ECE countries : Romania, Hungary and Slovenia. V: BALICA, Ecaterina (ur.), MARINESCU, Valentina (ur.). *Migration and crime : realities and media representations*. Cham: Palgrave Macmillan. 2018, str. 139-166, tabela, doi: 10.1007/978-3-319-95813-2_7.
- CEPOI, Victor. Trust and participation in the information society : new and traditional information sources. V: RONČEVIĆ, Borut (ur.), TOMŠIČ, Matevž (ur.). *Information society and its manifestations : economy, politics, culture*. Frankfurt am Main [etc.]: PL Academic Research. cop. 2017, doi: 10.3726/b10694.

- EPOI, Victor. Does trust make people more civically moral? : an empirical study for the Romanian and Moldovan societies = Ali zaupanje naredi ljudi bolj moralne? : empirična študija na primeru romunske in moldavijske družbe. Raziskave in razprave, ISSN 1855-4148, 2016, vol. 9, no. 1/3, str. 264-307.