

Summary

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Article summary Miller, N J., Besser, T. L & Vigna, D. Networking among apparel store owners in small US communities: Developing social capital. CTRJ 29(1), 83-97. Retrieved from

<http://ctr.sagepub.com/content/29/1/83>. short

Rationale given in this study regarding the use of multifaceted approach stated it neutralizes biases evident in numerous and different studies (Miller, Besser & Vigna, 2011). Biases in this case refer to those factors due to certain inevitable normally held by researchers besides mostly intertwined in their hypothesis. This is to the extent one despite having obtained certain research results tend to make estimations or assumptions favouring one's expectations (Miller, Besser & Vigna, 2011). Therefore, Miller, Besser and Vigna (2011) in this article claim by using multifaceted approach diminishes biases, hence heightening study's scholarly authority as well as accuracy. In addition, authors contend in the case where a study involves large-group design there is a need to apply multifaceted approach by taking average (Miller, Besser & Vigna, 2011). This is to aggregate all findings from other researches with the intention of obtaining exact results, which is extremely hard if one utilizes one method approach. Aggregation also includes taking data of diverse and numerous subjects with the intention of producing a group mean (Miller, Besser & Vigna, 2011). Contrary to single case researchers, whose intention encompasses addressing only external validity of a study; multifaceted approach normally takes in a wide varied of replication to exhibit all essential facts. This is evident in Miller, Besser & Vigna (2011) study that extends over a period of five years. Hence, allowing a large study examined in a single and small scope though its approach is multifaceted besides having replication of numerous researches and subjects

<https://assignbuster.com/summary-article-samples-6/>

(Miller, Besser & Vigna, 2011).

Wu, Phillip Fei. (March 2012). A mixed methods approach to technology acceptance research. *Journal of the Association of Information Systems*.

13(3), 172-187. Retrieved from

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In this article, the author contends adopting of mixed methods approach plays a significant role in advancing beyond unclear hypothesis; hence ensure effective understanding of the highlighted aspects in a given study. This is especially in studies that involve innovation whose relaying of ideas entails to win the acceptance of the users (Wu, 2012). Wu utilized a mixed method in his research mainly because this mode of research ensures the researcher learn issues from a wider a scope. Mixed method approach utilizes both qualitative and quantitative methods of research, which in the end enables Wu effectively, evaluate all aspects concerning the subject of research (Wu 2012). According to Wu, mixed method enables a research to shift from unclear state of data or study to usefulness” and “ ease of use”, which is essential in understanding varied aspects especially by the users (Wu 2012). Besides, Wu claims mixed methods offer not only new ways of acquiring and assessing data but also they possess potential of fostering theory building (Wu 2012). However, Wu cites in his article that this method does not necessarily entail one conducts two separate studies. In supporting his rationale that prompted him to adopt mixed approach, he contends findings and other diverse methods utilized ought to follow a certain logical manner.

References

Miller, N J., Besser, T. L & Vigna, D. (2011) Networking among apparel store
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