**Research method**

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**1. Explain what is meant by mediating variables and moderating variables. State any six hypotheses from the unified model of IT continuance as shown below. What is dependent variable? Identify the one from this model.**

**Answer 1**. Generally there is two main variables in research studies i.e Independent variable (IDV) and Dependent Variable (DV). Mediator variable is a kind of middle variable between an Independent variable and dependent variable. Mediator like its name indicates middle variable it builds the relationship between independent variable and dependent variable. For e.g. independent variable

**2. Explain the types of scale that are used in the following survey questionnaire:**

Survey Scales

Survey scales are the indexes that measure those types of variables that are not directly observed but are instead inferred from the other variables that are directly measured.

Measures TTC-related constructs such as continuance intention, continuance behavior, ease of use, confirmation, and satisfaction will be measured with elements based on the work of Liao et al. (2009) and Bhattacherjee and

**3. “I am not sure why on the earth I need to present the findings of my research when I have submitted a detailed report in last week. It seems the management does not want to read the report in detail. After all, I can’t say all what I wrote in the report”. Anil was pretty upset when he was told that he has to make an oral presentation to the management regarding his research work.“Look, don’t try to be defensive. It is actually a good opportunity to make a presentation to management”. Seema started to explain to her junior colleague.**

**a. What kind of guidance Seema should provide to Anil?**

Seema should provide research guidance to anil related with his research work. Anil was not confident regarding his findings and he already submitted his detailed report in last week. He is under stress he is liitle bit upset when he has to make oral presentation in front of management regarding his research work. Seema provides him guidance that you focus on that work that you did in your research. Whatever you did that is right and be confident in front of research committee. If you show your confidence level in front of Its sample only

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