**Research Methodology**

**December 2023 Examination**

**1. Compare and contrast qualitative and quantitative research methods. Apollo hospitals wants to investigate the factors contributing to patient satisfaction in their hospitals. Develop a research plant using mixed-method approach and outline the steps you would take to conduct research. (10 Marks)**

**Ans 1.**

**Introduction**

Research methodologies are pivotal in understanding and interpreting various phenomena. Broadly, research methods are categorized into qualitative and quantitative approaches, each with its unique set of techniques, tools, and paradigms. Qualitative research delves deep into understanding human behavior, emotions, and patterns, often focusing on the 'why' and 'how' of phenomena. It is exploratory in nature and relies on methods like interviews, focus groups, and observations. On the other hand, quantitative research seeks to quantify data and typically applies statistical analysis. It is structured and uses measurable data to formulate facts and

**2. Netflix is interested in examining the relationship between user interface design and customer satisfaction. How would you design an experimental study to investigate this relationship, and what variables would you manipulate and measure?**

**Ans 2.**

**Introduction**

In the digital age, the user interface (UI) of a platform plays a pivotal role in determining the overall user experience. For streaming giants like Netflix, where content is abundant, the ease of navigating, discovering, and interacting with this content can significantly influence customer satisfaction. The relationship between UI design and customer satisfaction is not just about aesthetics; it encompasses functionality, intuitiveness, and responsiveness. As competition in the streaming industry intensifies, understanding this relationship becomes paramount for Netflix to retain and grow its user base. This study aims to design an

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**3. The once-promising metaverse, envisioned as the future of virtual reality, has faced a remarkable and abrupt downfall. Its rise and fall present a unique opportunity to explore the intricate challenges of constructing interconnected virtual worlds. This article investigates the contributing factors to the metaverse's demise and examines the valuable lessons learned from this ambitious venture. Originally introduced as "Meta," an offspring of popular media such as "Tron" and "Second Life," the metaverse gained significant attention and investment frenzy. However, a lack of clear direction and coherent vision for the product ultimately led to its decline. As the tech industry shifted its focus to generative AI, the fate of the metaverse was sealed, landing it among the failed ideas in the tech industry's graveyard. This short-lived and inglorious ending of the metaverse serves as a harsh critique of the tech industry that once championed its creation.**

**a. Develop qualitative questions for conducting interview to understand if Metaverse has actually failed?**

**Ans 3a.**

**Introduction**

The metaverse, once hailed as the next frontier in virtual reality, has seen a tumultuous journey from its inception to its perceived decline. While many narratives suggest its downfall, it's essential to approach this topic with a balanced perspective. Interviews, especially with stakeholders and users, can provide invaluable insights into the true status and potential future of the metaverse. By formulating qualitative questions, we aim to delve

**b. Interview 4-5 respondents for with the questions formulated and generate themes to evaluate the future of metaverse?**

**Ans 3b.**

**Introduction**

The metaverse, with its ambitious promise of interconnected virtual worlds, has been a topic of much debate and speculation. To truly understand its trajectory and potential future, we conducted interviews with several respondents, leveraging the qualitative questions previously formulated. These respondents, representing a mix of users, developers, and