



ABSTRACT

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Abstract

The purpose of the study is to point out the shortcomings of both quantitative and qualitative data collection methods in studies dealing with individuals' attitudes that involve double standard issues. Attitudes involving double standard are of interest in this study, since in case the data collection method in a research is faulty and incorrectly chosen, the research results may be misleading and unreliable as well. In this study double standard means the asymmetry and controversy that may exist between one's attitudes and behaviour. International software piracy is used as an example of an issue that provokes attitudes involving double standard.

The main research question dealing with the problem of how information should be collected about attitudes and behaviour, as well as the sub-problems defining the main research question, are answered through the analysis of the methods, the discussion of the results, giving the recommendation about a suitable method, and considering the results in light of the sensitive issue of software piracy.

The study is a theoretical desk research, where there is no empirical data, but the data is collected from secondary sources. The study is also methodological in that sense that it concentrates solely on studying and analysing methods. The theory of the study consists of several parts; the theories of attitude and behaviour research, the quantitative and qualitative research methodologies, and research about software piracy.

The analysis of the quantitative and qualitative methods is conducted using the method of thematisising, where the themes deal with the interviewee's response techniques, the reliability and validity of the collected data, the confidentiality issues, and the interviewer's role and influence in the interview situation. The issue of software piracy is used as an example when applying the results of the analysis. The results drawn by other researchers in earlier studies are used to support the results of the study at hand.

On the basis of the results of the study, the researcher suggests that a prior study should be conducted in order to draw guidelines to the actual research. The recommended format for the prior research is a qualitative unstructured personal interview. The actual research, instead, is recommended to be conducted as a quantitative structured postal survey that utilizes Likert's method of summated ratings in the scaled questions.

Key words	Attitude research, methodology, desk research, software piracy, double standard
Further information	