عنوان فارسی مقاله:
رضایت مشتری در وب 2.0 و پیشرفت فناوری اطلاعات

عنوان انگلیسی مقاله:
Customer satisfaction in Web 2.0 and information technology development

توجه!

این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
6.3.3 Limitations

The limitations of this study are concerned with type of sample, validity and reliability, confidentiality, level of experiment control, and time considerations. First, the study was conducted with a fixed number of samples, with SL participants and thus may not well cover the perceptions of the entire population. The second limitation is associated with reliability and validity issues. Reliability refers to the extent to which the research results are dependable over time and an accurate representation of the population and if the results can be reproduced under similar circumstances using a similar methodology (Hardy and Bryman, 2004). Validity refers to the state or quality of being valid. To achieve a high degree of reliability and validity, it is important to be aware of the conditions and circumstances under which the study is carried out and the factors that may influence the results of the study. Third limitations may arise from SL respondents’ anonymity that may create method bias.