

CHAPTER 3

RESEARCH METHODS

3.1 Research design

By consulting the literature, the author knows that a lot of studies on overseas study intermediaries have been carried out by the academic circles in China so far, but a complete system has not yet been established. The research emphasis is inclined to be placed on several aspects such as how the government standardizes the regulation, business model of overseas study intermediaries, marketing strategy of the traditional study intermediary companies. The research focus has always not be scattered. Especially, as for the transformation strategy of overseas study intermediaries, the author fails to retrieve it. On the other hand, it may be said that there are few researches on monographs and books, most of which are studies about literature. Overseas study is a social topic, which is a common content of media attention and coverage at home and abroad, showing the state of multiple media topics and few academic monograph papers, based on which, the research direction is determined in this paper. Transformation strategies of overseas study intermediary companies under the background of big data are studied by taking JYL Overseas Education for example. The research in this direction is of certain realistic significance in terms of actual situation, it can enrich the research content of overseas study intermediary. To know about and analyze the fact, analyze the factual situation, reach the conclusion of the research and finally propose more targeted strategies for transformation of overseas studies intermediary companies under the background of big data, the actual situation of overseas studies intermediary companies is known about through questionnaires and interview survey in this paper. Through analysis on the situation and by combining the research, the conclusion is finally reached to find solutions and scheme for the research at next step. The research object is overseas study intermediary company. JYL Overseas Education is taken for example in the paper, there are few research contents of JYL Overseas Education so that the theoretical basis of the paper is not strong. However, through questionnaire and interview survey, the materials can be better collected. The general range of the research is the development status of overseas study intermediary companies under the background of big data, recent years' development of JYL Overseas Education to provide data support for the research conclusion of the paper. Following research methods are mainly adopted in the research. (1) Investigation method: survey through the questionnaire and interview. (2) literature analysis: search for relevant literature and analysis of works. (3) case study method: analysis by taking JYL Overseas Education for example. (4) data analysis method: data listing analysis.

3.2 Research tools

By designing, handing out and collecting questionnaires, the data collected through questionnaire also proves the research premise of the paper, namely big data. The questionnaire design of the paper mainly includes filling the age of the correspondent, the intention of studying abroad, the destination country of studying abroad, the way to choose to study abroad, overseas study intermediary with or without reliance, as well as the requirements to be satisfied to choose overseas study intermediary. Such design is linked to the requirements of the research content. For example, to design which requirements that the intermediary should satisfy, the richness of service contents provided by the traditional overseas study institutions and product diversification can be analyzed to provide thought for proposing more target-based strategies for transformation of overseas study intermediary companies under the background of big data.

3.3 Data collection methods

When sampling, the operating procedure can be generalized as the following steps: firstly, define the purpose of investigation. The questionnaire design of the paper mainly includes filling the age of the correspondent, the intention of studying abroad, the destination country of studying abroad, the way to choose to study abroad, overseas study intermediary with or without reliance, as well as the requirements to be satisfied to choose overseas study intermediary. Secondly, define the overall sample, the sample should be overall same as the target. The conclusion reached should be of application and credibility. The respondents are 1000 people who consulted overseas study programs. Thirdly, determine the data to collect. In general, only the data related to the purpose of survey is usually investigated. Therefore, the problem design is simplified to highlight the data content of the paper. Fourthly, define the accuracy. There will inevitably be uncertainty for sampling investigation manifests the overall situation through sample. Generally, the relative or absolute error is regulated. Therefore, in order to make the survey more accurate, people who consulted the overseas study programs are selected as the object and the questions are classified into the category. Meanwhile, the question quantity and content is simplified. Fifthly, as for the sample test, questionnaire are filled within small range and necessary implement is made so that the questionnaire is more targeted and accurate. Sixthly, filed investigation should be implemented according to the preset scheme to immediately check and analyze the quality and quantity of the collected questionnaires and immediately solve the invalid samples. Seventhly, through data

analysis on collected data, the value information will be extracted. Lastly, analyze survey report and put down written material, retain relevant information for checking in the future.

3.4 Data analysis methods

Through data analysis by adopting methods such as descriptive statistics and inferential statistics, it is necessary make statistic of collected information through investigation. Meanwhile, it is necessary to extract data to verify information to further intuitively and effectively prove the proposed viewpoints.

The data reported in this paper were collected as part of a larger study on a wide range of non-cognitive variables including personality and social attitudes. In this paper we focus exclusively on self-beliefs related to mathematics achievement.