

		<b>Specification table</b>						
		Course code: 328061-M3 (fall, block 3) and 328060-M3 (spring, block 1)						
		Course name: Online Data Collection and Management						
		Test Type: Take-home computer exam (50%), open and closed questions						
		<b>Cognitive skills</b>						
		<b>Tested with MC &amp; open questions (randomized, personalized, and cannot go back and forth between subsequent questions)</b>				<b>Tested with open questions (personalized, can freely go back between questions)</b>		
	<b>Tested subjects (corresponding learning goal*). student are able to</b>	Knowledge	Comprehension	Analysis	Application	Evaluation	Synthesis	Number of questions/ percentage score points per learning goal
1	Explain how web data has been used in the academic marketing literature	x	x	x				10%
2	Select web data sources and evaluate their value in the context of a specific research question or business problem	x	x	x		x		15%
3	Design the web data collection while balancing validity, technical feasibility and exposure to legal/ethical risks	x	x	x	x	x	x	25%
4	Collect data via web scraping and Application Protocol Interfaces (APIs) by mixing, extending and repurposing code snippets	x	x	x	x	x	x	40%
5	Document and archive collected data, and make it available for public (re)use	x	x	x				10%
	Number of questions/ percentage score points per thinking skill	10.0%	10.0%	10%	30%	15%	20%	100%