This document defines the methodology used in this research project of a non-experimental research design using comparative statistical analysis between participants that require formal mentoring and participants that do not require formal mentoring. In addition, the document includes a thesis statement, hypotheses, operational definitions, assumptions about methodological limitations of the study, ethical standards, procedures for gathering data, and procedures for analyzing data.

**Thesis Statement**

Based on statistical analysis, this study will compare individual real estate professionals with formal mentoring with those who do not and the impact on ethical awareness in the real estate industry.

**Research Hypotheses**

*Null Hypothesis*

There was no statistically significant difference in ethical awareness between individuals when formal mentoring is required for real estate professionals.

*Hypothesis 1*

H01: Individuals provided with a formal mentoring program will score higher in **Ethical Concerns** of feelings and thinking of situations.

*Hypothesis 2*

H02: Individuals provided with a formal mentoring program will score higher in **Ethical Consistency** with intention supported by behavior to do the right thing.

*Hypothesis 3*

H03: Individuals provided with a formal mentoring program will score higher with **Ethical Integrity** supported with a combination of ethical concerns and ethical consistency predictive.

*Hypothesis 4*

H04: Individuals provided with a formal mentoring program will score higher in **Ethical Behavior** is consistent with ethical awareness and integrity.

**Operational Definitions**

The focus of the operational definitions was formulated based on the following terms as defined (Ingerson 2014):

EC1 – Ethical Concern (Respect): What does an individual feel and think about an ethical situation as it occurs? The sum of items one through five responses on the five Likert scale results in ethical concern analysis.

EC2 – Ethical Consistency (Fairness): Does their behavior support the individual’s consistency to do the right thing? The sum of items six through ten responses on the five Likert scale results in ethical consistency analysis.

EI – Ethical Integrity (Responsibility): Is the individual's integrity supported by a combination of ethical concern and consistency? The sum of items eleven through sixteen responses on the five Likert scale results in ethical integrity analysis.

EB – Ethical Behavior (Honesty): Is the individual’s ethical behavior consistent with ethical integrity? The sum of items seventeen through twenty responses on the five Likert scale results in the ethical behavior analysis.

**Assumptions About Methodology**

The first assumption was that the participants had the time management skills to participate in a short segment of time within the one-month time frame. The second assumption will be the honesty in which they answer the questions. Finally, the third assumption is that those participants are highly motivated to improve their leadership skills and eager to adapt to the changing landscape of the real estate industry with both technology and globalization.

**Limitations of the Study**

Findings drawn from this study may not be directly applicable to other industries. Therefore, the instruments might need to be revised and validated for future research when comparing groups of different industries and cultures.

**Ethical Compliance**

Each respondent is provided a Detailed Information Letter of the content of the Dissertation Information including how the survey data would be distributed to a population and collected by a random anonymous response to be analyzed and reported statistically using WINKS and Excel graphics. A “Research Consent Form” to be provided will assure anonymity for the data collection process (AERA, 2011). HIPPA Compliant Certification is provided. (Appendix A)

**Procedures for Gathering Data**

*Population*

The population surveyed were the North Alabama Real Estate professionals affiliated with both franchise and independent offices, affiliate brokers, and team leaders. . The survey was distributed to 18 franchise brokers and 105 independent brokers for 123 brokers by the Huntsville Board of Realtors Staff. Therefore, the total agent count is approximately 3000. The survey is to be distributed in the form using Survio.

*The Sample*

The sample are real estate professionals who randomly responded to the survey, with the results being the basis of Likert scale analysis. Demographics were seven items: gender, age, level of education (high school, college, or graduate), participation in a mentoring program, number of years in real estate, education level, and position in the company who responded to the survey.

*Instrument*

The Ethical Position Questionnaire (EPQ), author Donalson R. Forsyth (2008), is the survey for the statistical research analysis. “Donalson R. Forsyth is the author of this instrument and agreed for it to be included in the MIDSS database by the Creative Commons Attribution-Non-Commercial 3.0 license.”

“To categorize the ethical viewpoints of individuals, Forsyth (1980, 1993)

developed a Taxonomy of Personal Moral Philosophies, and then, based on this

taxonomy, Forsyth created the EPQ to determine where individuals fall on the two scales

of idealism and relativism. Based on their perspectives, the subjects were then typed into

one of four categories, showing parallels among the four types within an ethical

framework. Items on the EPQ were originally published by Forsyth in 1980 in the *Journal of Personality and Social Psychology.”* (Butler 2008). . The four categories identified include ethical concern, ethical consistency, ethical integrity, and ethical behavior as defined (Ingerson 2014).

*Data Collection*

The survey will be distributed by the Greater Huntsville Association of Realtors (HAAR) Staff by email distribution of a SurveyMonkey to the total population of approximately 3,000 members.

The formal mentoring group at eXp Realty International to distribute the survey as confirmed by the Director of the Education Department. In addition, a SurveyMonkey will be emailed to the total population of approximately 5,000 mentees.

The total surveys emailed with be 3,000 for Greater Huntsville Association of Realtors plus 1,000 for the eXp Realty Tennessee real estate professionals.

*Time Schedule*

|  |  |
| --- | --- |
| **Task** | **Estimate of Date** |
| **Proposal Defense Deadline** | August 31, 2023 |
| **Receive assignment of Dissertation Advisor by the Graduate Research Council (GRC)** | December 2023 |
| **Data Collection prior to IRB** | Prior to Data Collection |
| **Implement Research design and gather data** | January 2024 |
| **IRB followed by improvement for data collection** | March 2024 |
| **Get Institutional Review Board (IRB) approval from the Dean: Receive email or letter to proceed with research** | TBD |
| **Submission of Dissertation to IRB (2 Copies)** | April 5, 2024 |
| **Final Dissertation (2 copies) one for Advisor:**  Incorporate and revise based on faculty review**.** | May 28, 2024 |
| **Fall Degree Day** | September 2024 |

**Procedures for Analyzing Data**

The research methodology is non-experimental, using comparative statistical analysis. A statistical analysis of the difference between the formal mentoring individuals and the individuals that do not require formal mentoring will be analyzed and evaluated using quantitative analysis with WINKS Statistical software application.

***Organization of the Data***

The data will be collected and organized into an Excel spreadsheet and exported into WINKS for the statistical analysis for testing the hypotheses. The participants will be identified anonymously by the last four digits of their social security number.

A Likert scale will be applied to each category identified in the instruments to gather the demographics and characteristics of ethical concerns, ethical consistency, ethical integrity, and ethical behavior.

***Test of Hypothesis 1***

H01: There was a statistically significant difference in ethical awareness regarding **ethical concerns** when real estate professionals require formal mentoring programs.

**Test of Hypothesis 2**

H02: There was a statistically significant difference in ethical awareness regarding **ethical consistency** when real estate professionals require formal mentoring programs.

***Test of Hypothesis 3***

H03: There was a statistically significant difference in ethical awareness regarding **ethical integrity** when formal mentoring programs are required for real estate professionals.

***Test of Hypothesis 4***

H04: There was a statistically significant difference in ethical awareness regarding **ethical behavior** when formal mentoring programs are required for real estate professionals.

**Works Cited**

Butler, S. (2009), *Ethical Perspectives and Leadership Practices in the Two-Year Colleges in South Carolina*. (Doctoral Dissertation). Clemens, South Carolina. Clemens University <https://tigerprints.clemson.edu/all_dissertations/421>

Forsyth, D. R., O’Boyle, Jr., E. H., & McDaniel, M. A. (2008). East meets west: A meta-analytic investigation of cultural variations in Idealism and Relativism. *Journal of Business Ethics*, 83(4), 813-833

**APPENDIX A NIH (HIPPA) Certificate**

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