

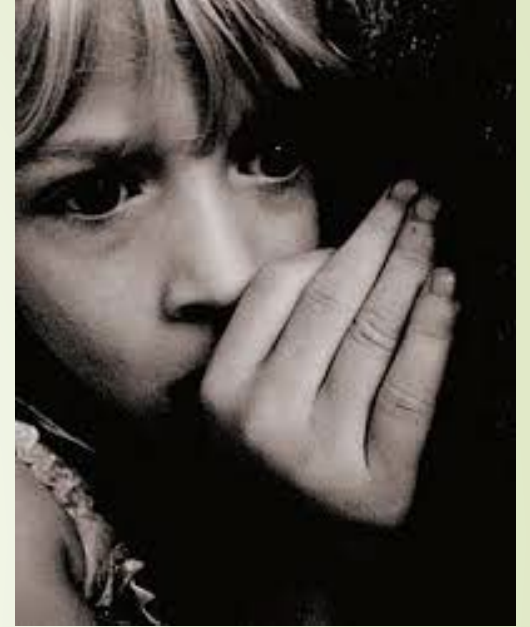


What is Research?

Chinese Social Studies Research Methods

Session 1

Research – Your First Thoughts?



Research – First Thoughts





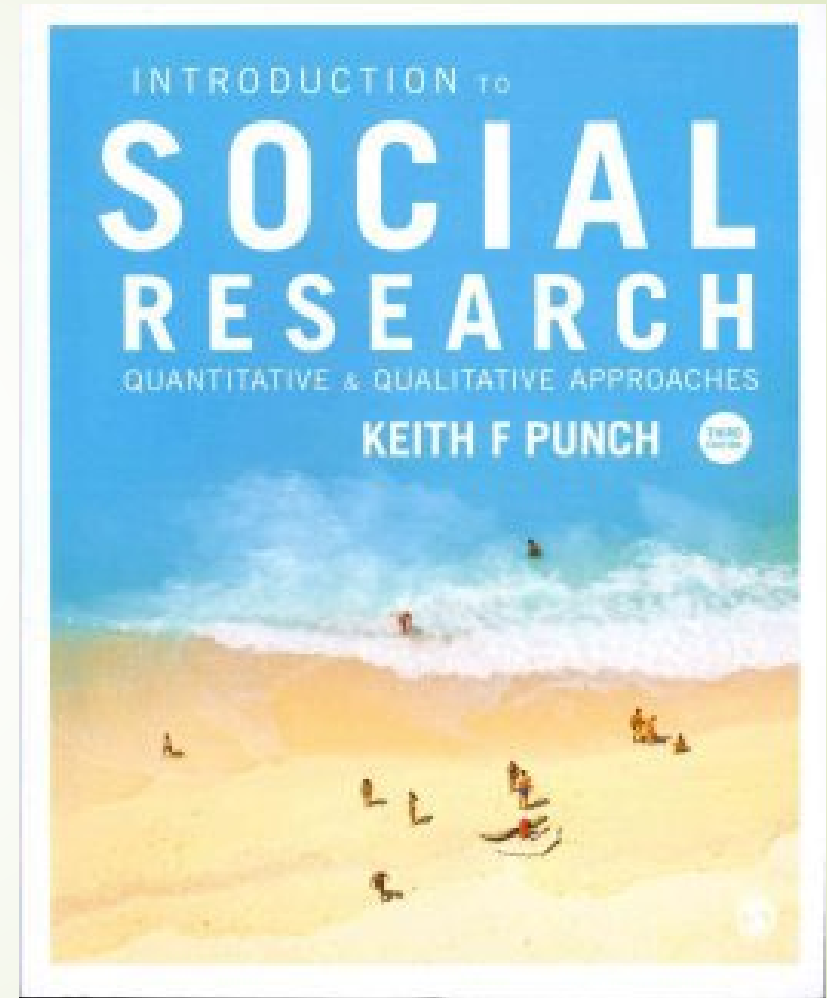
Resources

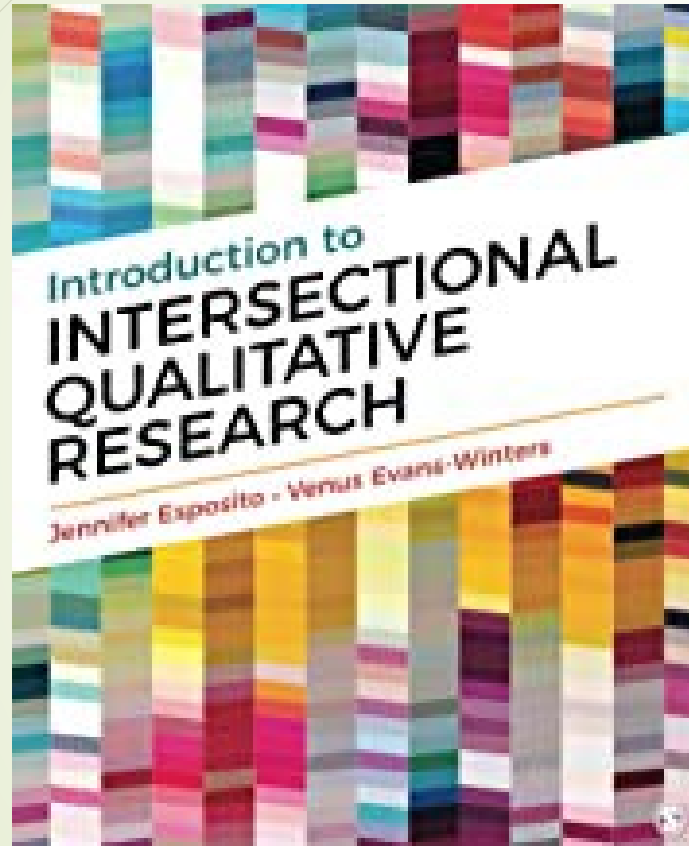


- Resources to support you
 - Notes will be available on moodle..
 - Key books (see slides)
 - UWTSD Library has a very good selection of research methodology & methods books available hardcopies and e-books.
 - There are also some good resources available on-line

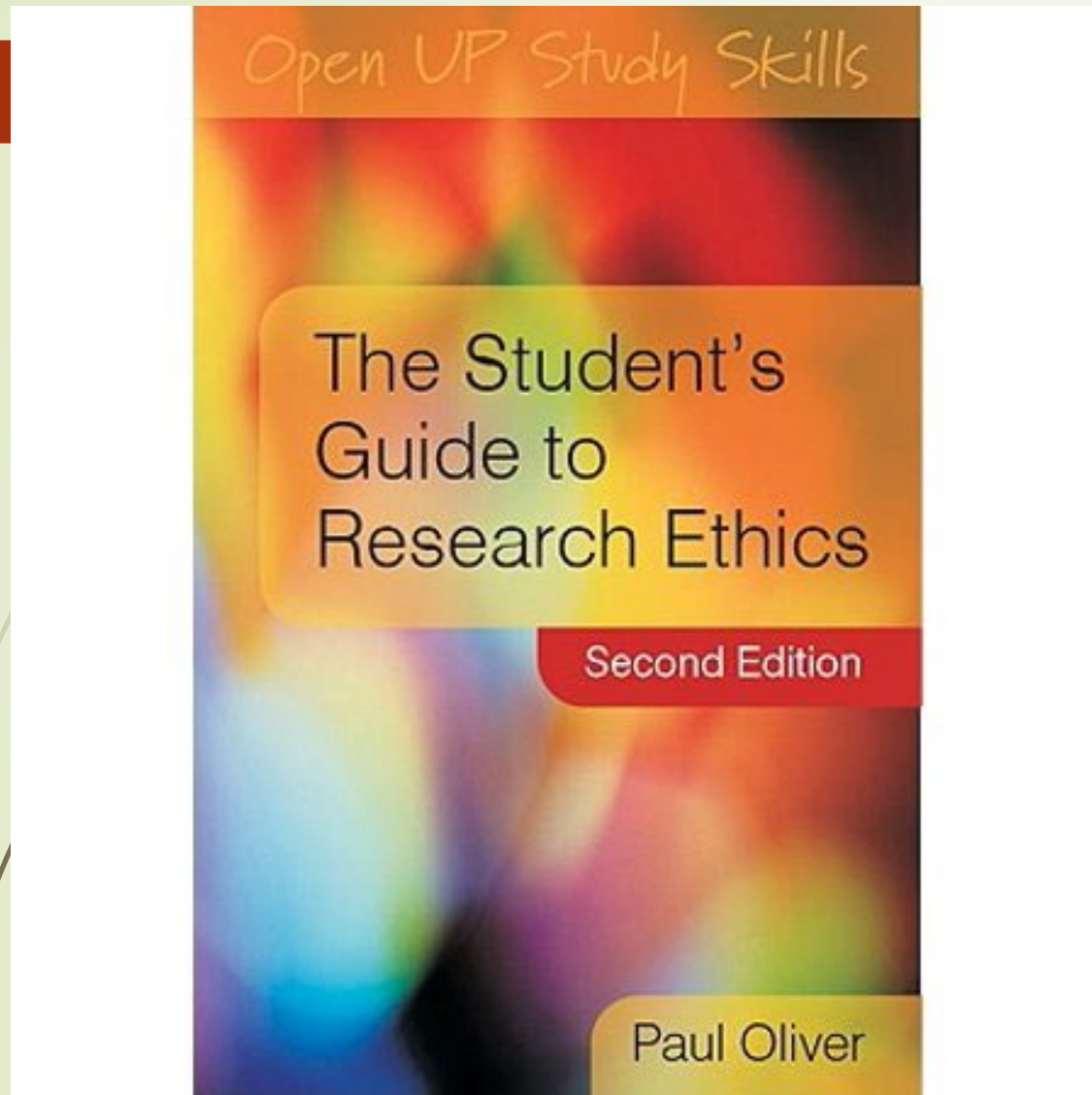
Texts to Consider

- Punch K, (2013) Introduction to Social Research Methods: Quantitative and Qualitative Approaches, London: Sage.





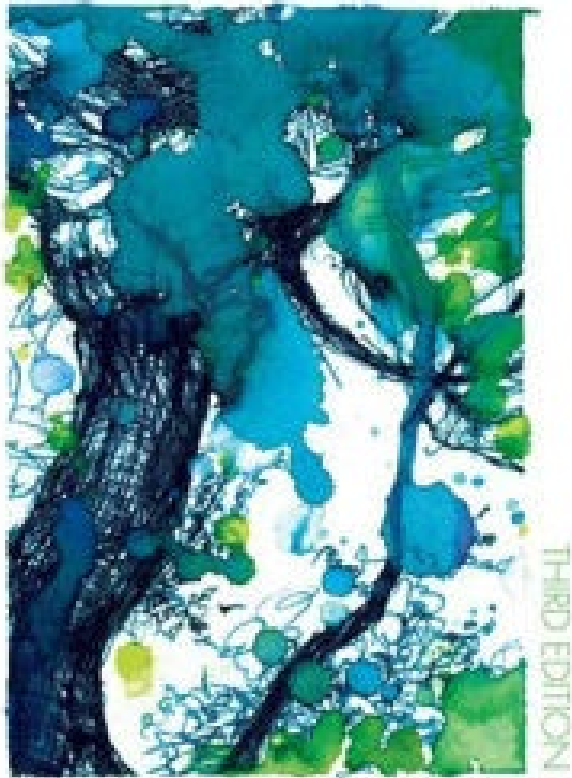
- Esposito J & Evans-Winters VE (2021) *introduction to Intersectional Qualitative Research*, CA, USA: Sage.



- Oliver P, (2010) The Students' Guide to Research Ethics, Buckingham: Open University Press.

QUALITATIVE INQUIRY & RESEARCH DESIGN

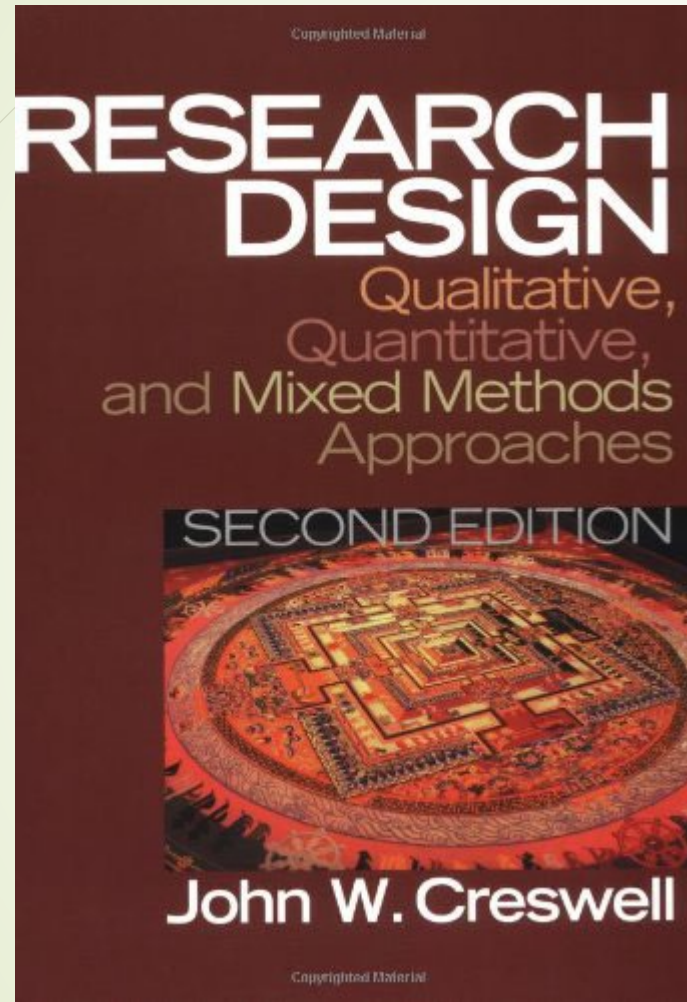
Choosing Among Five Approaches



John W. Creswell



- Creswell J (2015) Qualitative Inquiry and Research Design: Choosing among Five Approaches, LA: SAGE Publications.



- Creswell J (2018) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, LA, CA: SAGE.



Why Social Research

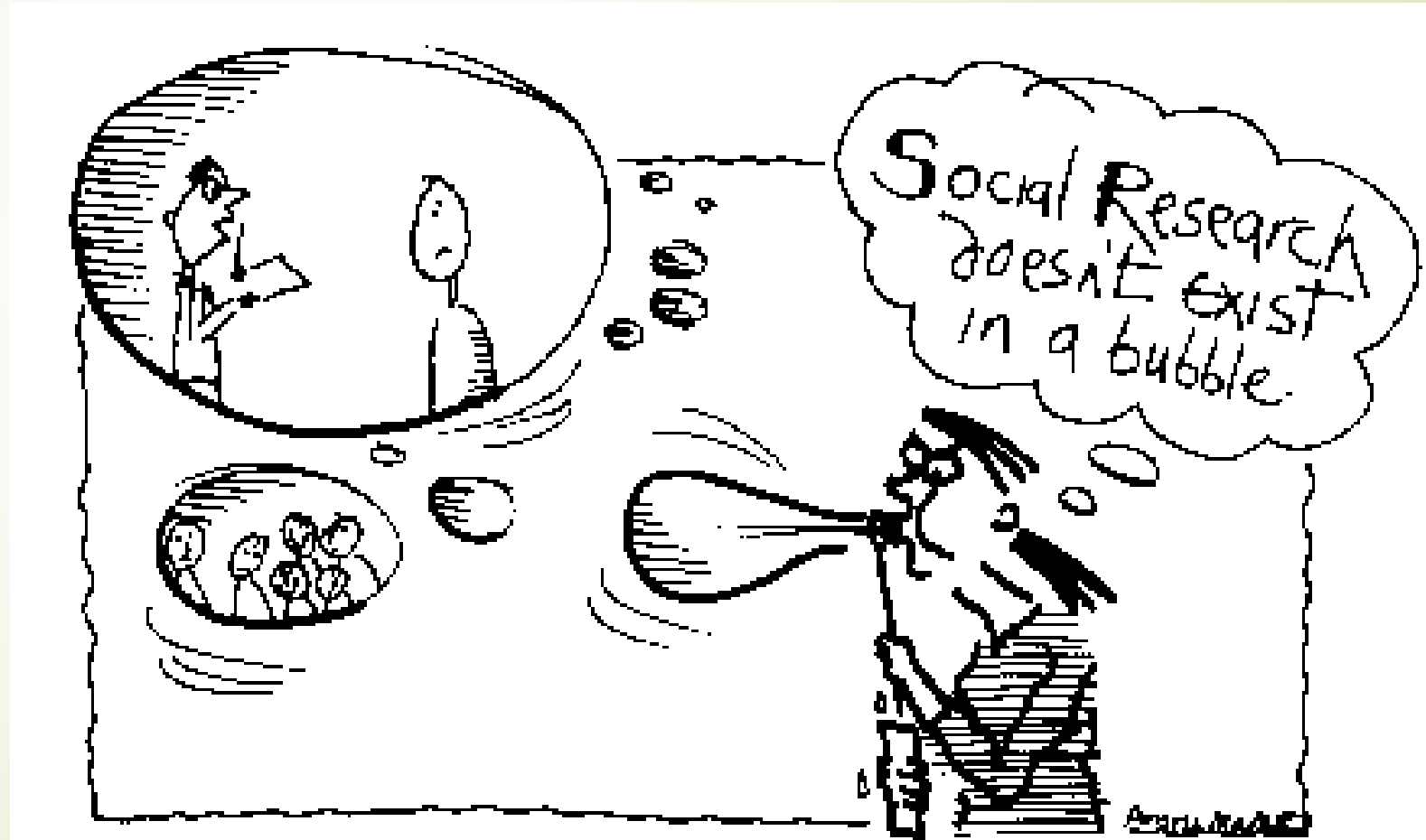
Why Research in the Social Context?

- Inform Policy?
 - Political slant
- Find Solutions to Social Problems
- Explore the social world
- Find something NEW about an existing context
- Improve Practice

- To Inform Practice....
 - your own...
 - Youth Work,
 - Social Work,
 - Education,
 - Nursing,
 - Community Development,
 - Evidence based practice etc.....

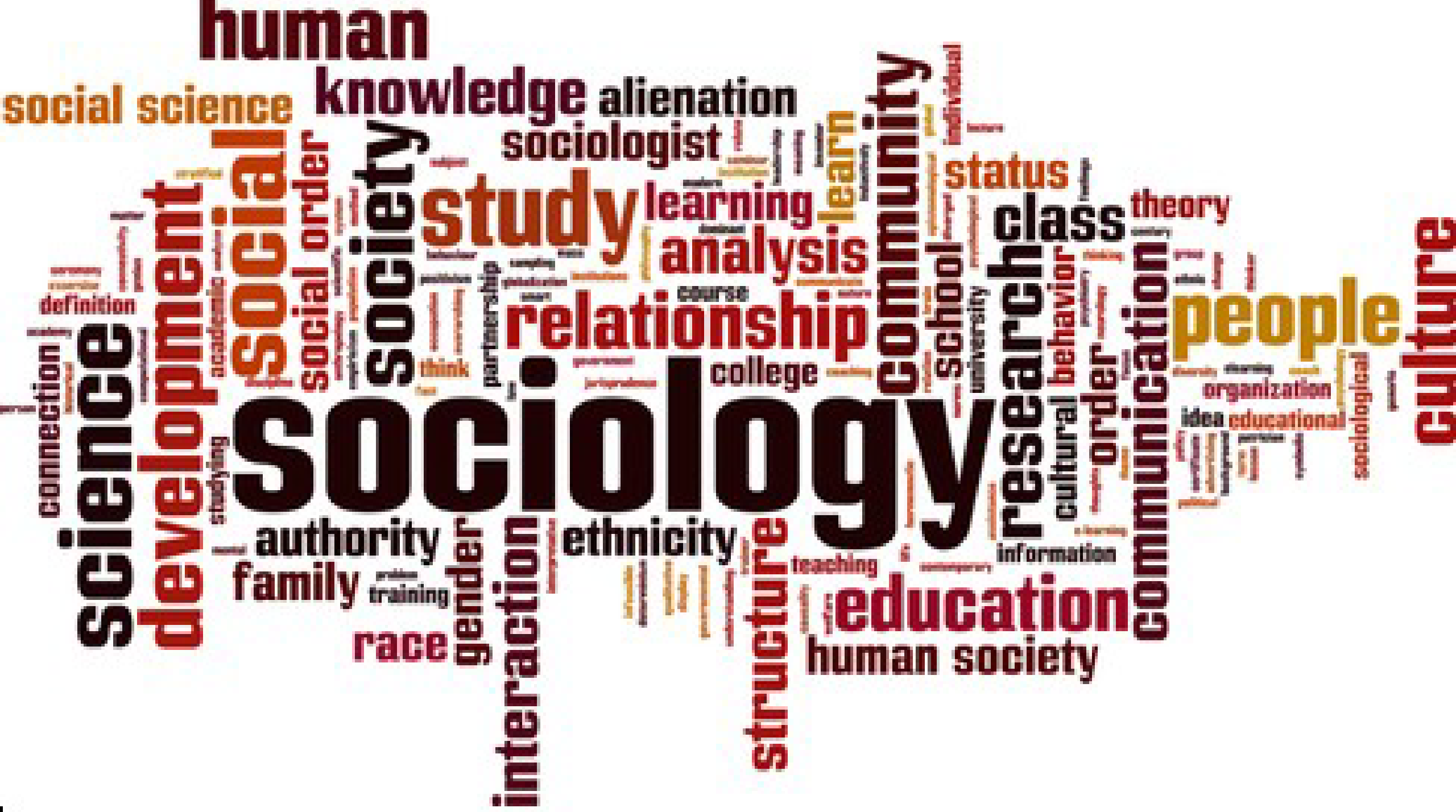
Real World Enquiry: Real World Problems

**'Social research
does not exist
in a bubble'
(Bryman 2001)**



**We Can
NOT
Put People in a Test Tube!**







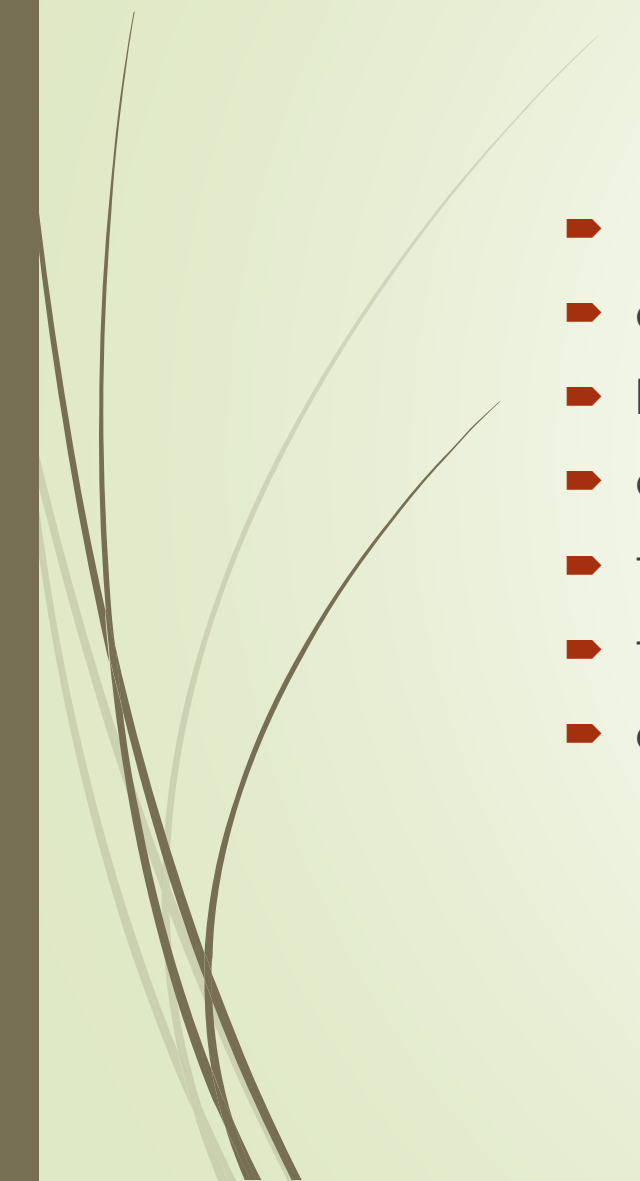
What Other Areas would **YOU** like to Research?

➤ TASK:

- Put some subject area's in the **Chat Bar** please?



What is Research?

- 'A studious inquiry or examination,
 - especially a critical investigation or experimentation
 - having for its aim the discovery of new facts
 - and their correct interpretation,
 - the revision of accepted conclusions,
 - theories or laws in the light of new discovered facts
 - or the practical application of such conclusions, theories or laws'
- 



What is Social Science Research?

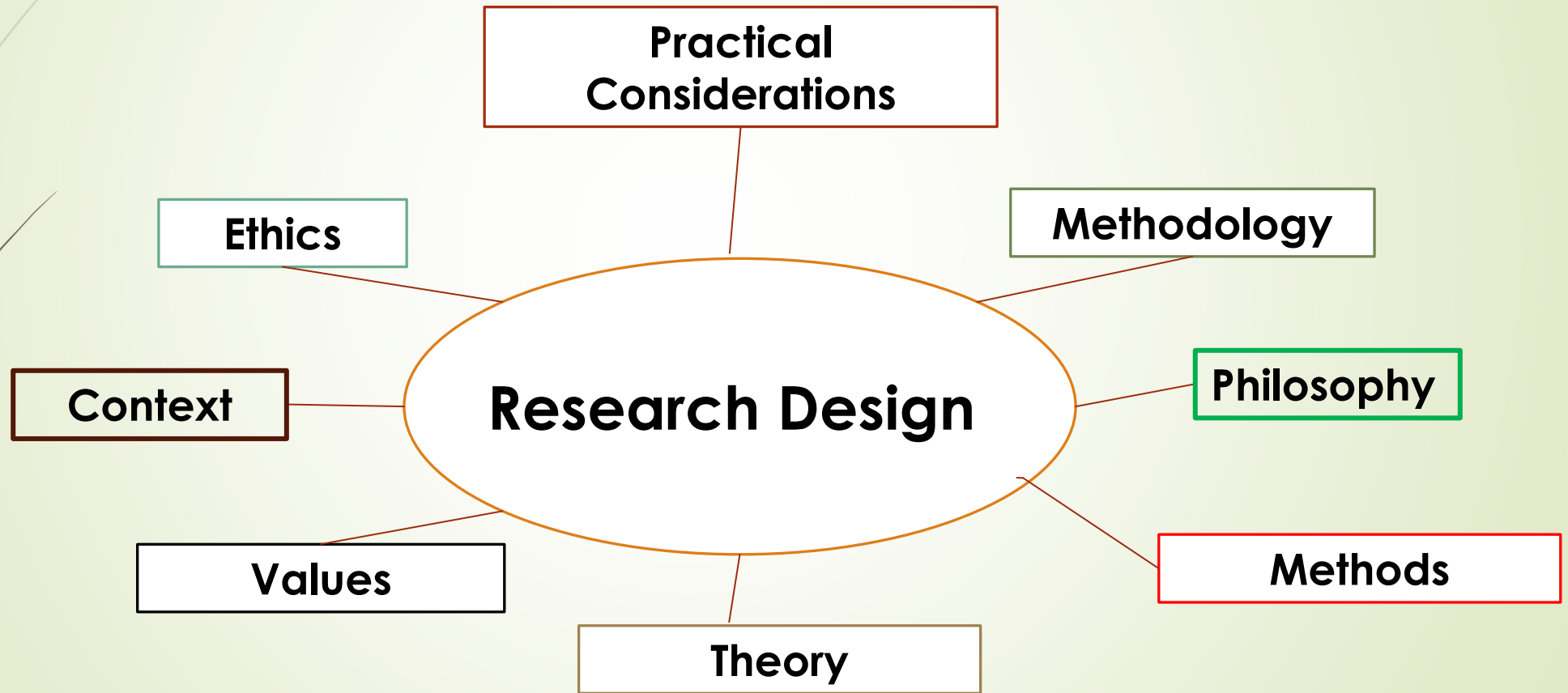
- Useful Website:

- [Economic and Social Research Council \(ESRC\) – UKRI](#)

- What is Social Sciences and Arts and Humanities Research?

- [Research overlapping social sciences and arts and humanities: joint AHRC and ESRC statement – UKRI](#)

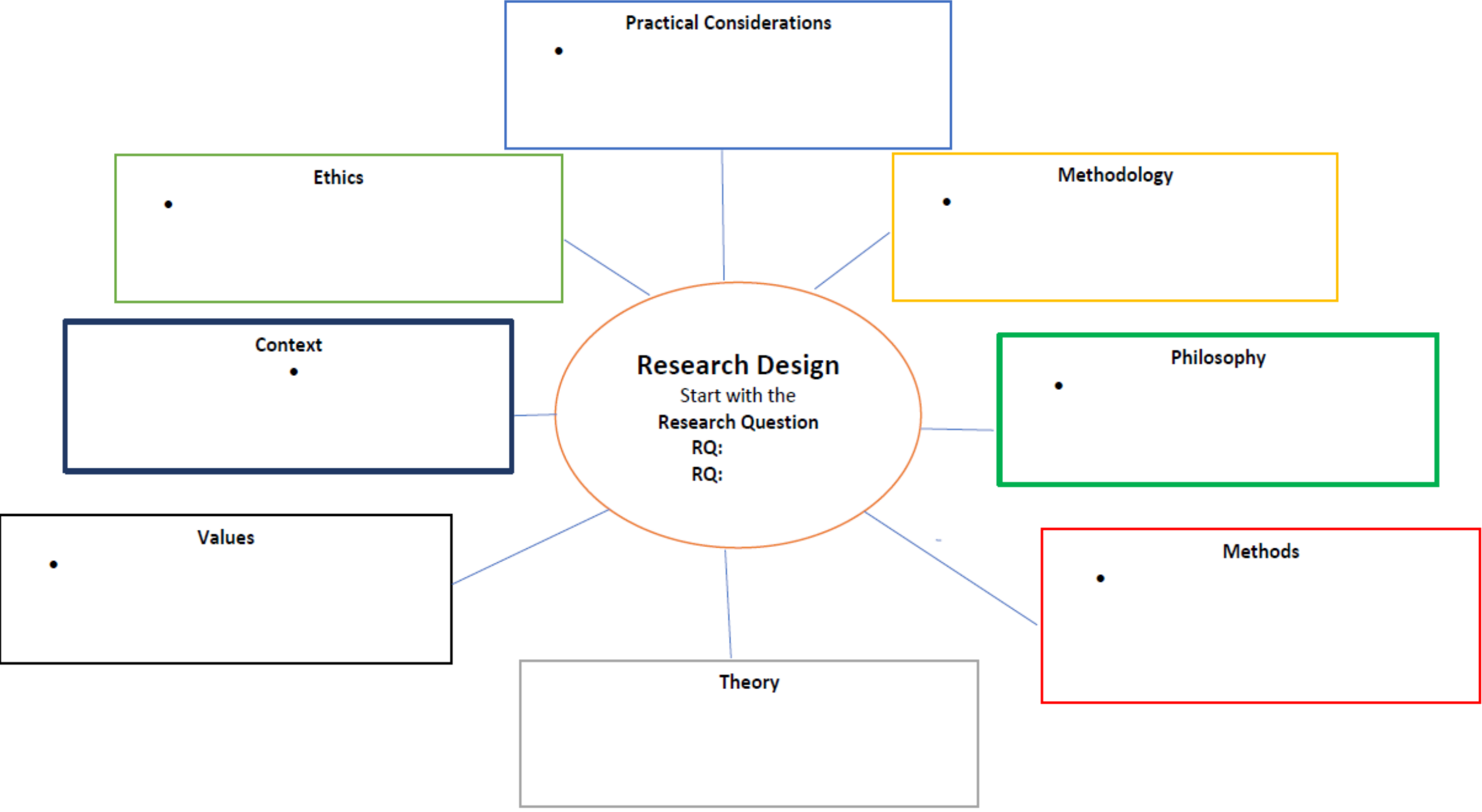
What Does Social Research Look like?





Your Research

- Using the diagram as a guide, think about your own ideas for research and the relevance of each heading....
- This is in the Team's Folder under
 - MONDAY Session - Research Methods Social Sciences





Quantitative Research Process

Qualitative Research Process





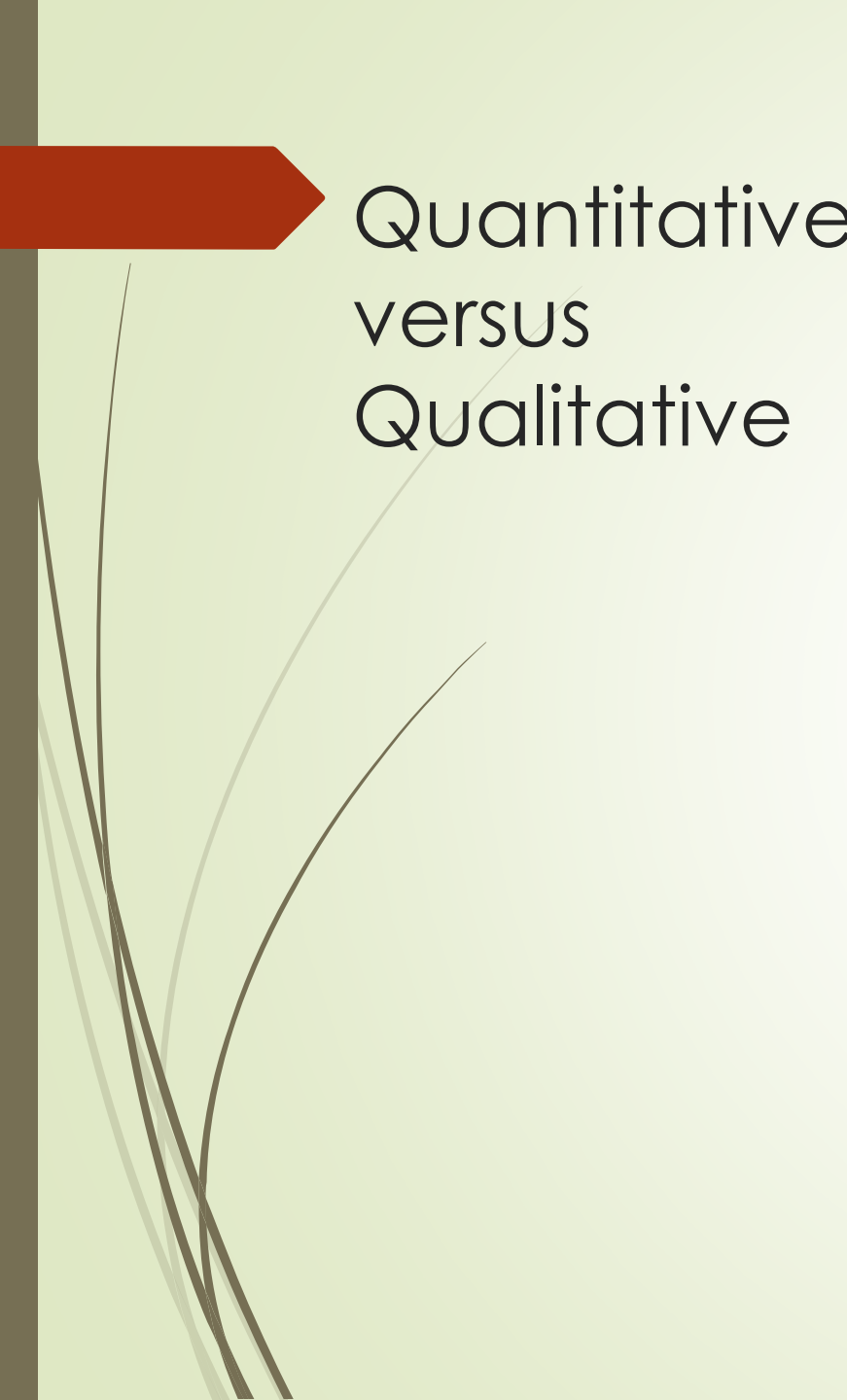
Methodology versus Method

Methodology

- The **theoretical framework** that outlines the rules to follow in a study.

Method

- The **actual tools/steps taken** by which you conduct research into a subject or a topic.



Quantitative versus Qualitative

Criteria	Qualitative	Quantitative
Purpose	Understand and interpret social interactions	Test hypotheses, check the cause and effect. Develop predictions for the future
Studied group	Small, selected intentionally	Larger and selected randomly
Data type	Words, images, objects	Numbers and statistics
Data form	Open-ended responses, interviews, participant observations, field notes	Precise measurements using structures and validated instruments for data collection.
Type of data analysis	Patterns, features, themes identification.	Statistical relationships identification
Researcher's role	Researcher may be known to participants in the study and participants's characteristics may be known to the researchers.	Researcher and their biases are not known to the participants in the study. Participant characteristics are hidden.
Results	Particular findings, less generalizable	Generalizable findings, can be applied to the other populations.

Qualitative versus Quantitative

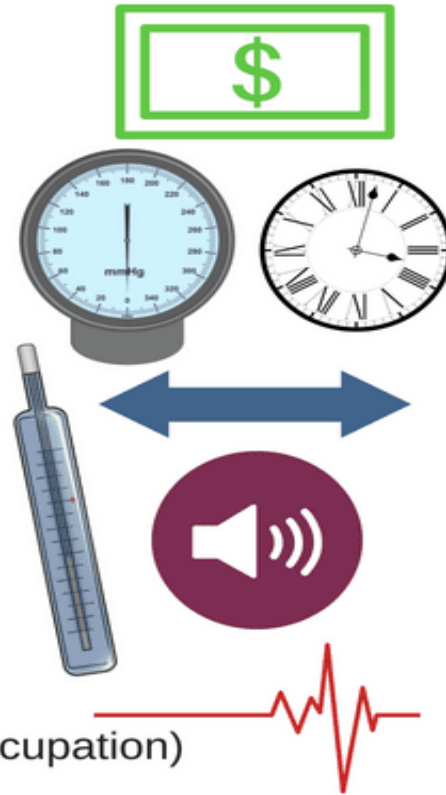
- Some Advice from Albert and Queen Elizabeth II!
 - <https://youtu.be/MIU22hTyls4>
- Remember in the UK humour is often used in our lectures to reduce anxiety about complex subjects.



Quantitative and Qualitative Data Examples

Quantitative Data

- money
- time
- speed
- movement
- height
- length
- area
- volume
- weight
- temperature
- humidity
- pressure
- sound level
- categories
(age, gender, occupation)
- positioning
- status



Qualitative Data

- verbal and written feedback
 - first-hand (direct experience)
 - second-hand (telling someone else)
 - third-hand (outside story-teller)
- visual images, drawings, or models
- experiential sensations
- descriptions of
 - colors
 - textures
 - smells
 - tastes
 - appearance
 - beauty
 - feelings
 - intuition
 - sensations
 - choices
 - values
 - beliefs





Combining Quantitative and Qualitative Methodologies

- Mixed methodology and mixed approaches often regarded as a practical solution to research.
 - E.g., Often you may engage in a Qualitative research design but use some Quantitative data and vice versa



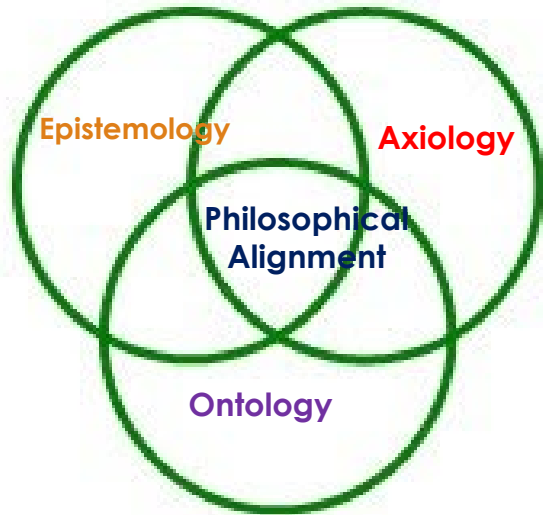
COMPARISON OF



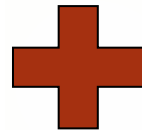
QUALITATIVE, QUANTITATIVE, AND MIXED METHODS RESEARCH

CHARACTERISTICS	QUANTITATIVE METHODS	MIXED METHODS	QUALITATIVE METHODS
DEGREE OF PREDETERMINED NATURE >>	Predetermined	Both predetermined and emerging methods	Emerging methods
QUESTIONS >>	Instrument based	Both open- and closed-ended	Open-ended
DATA TYPES >>	Performance, attitude, observational, and census	Multiple forms of data drawing on all possibilities	Interview, observation, document, and audiovisual
ANALYSIS >>	Statistical analysis	Statistical and text analysis	Text and image analysis
INTERPRETATION >>	Statistical interpretation	Across databases interpretation	Themes, patterns interpretation
MAY EMPLOY THESE STRATEGIES OF INQUIRY >>	Surveys, experiments	Sequential, convergent, and embedded	Phenomenology, grounded theory, ethnography, case studies, narrative

Philosophy



Research Strategy

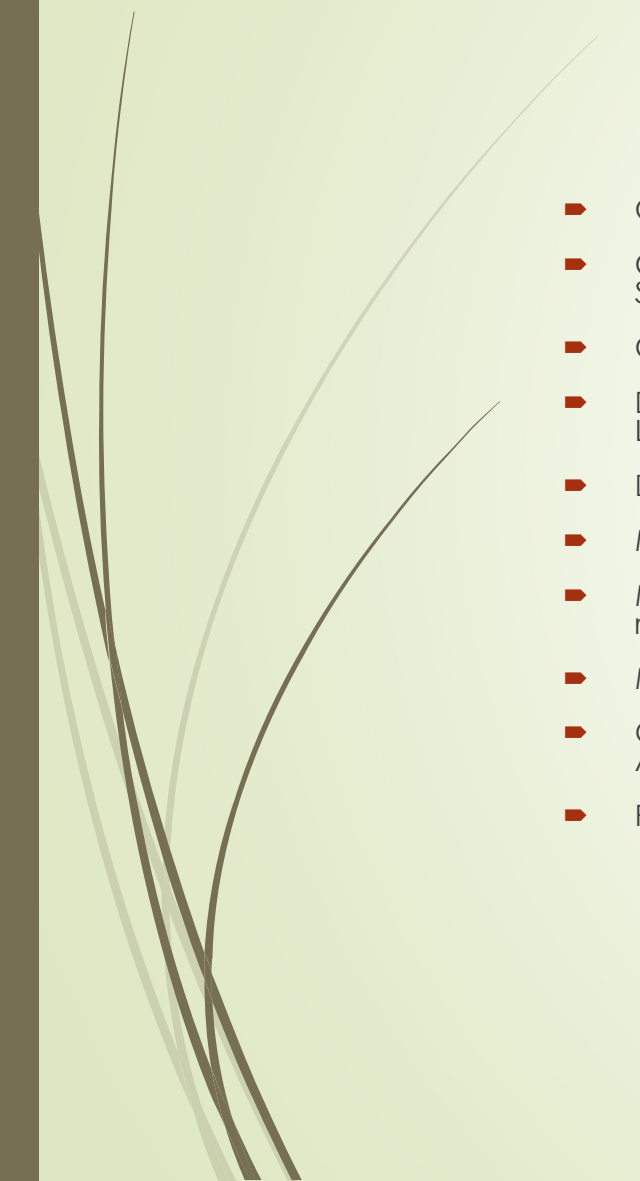


Methods





References



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