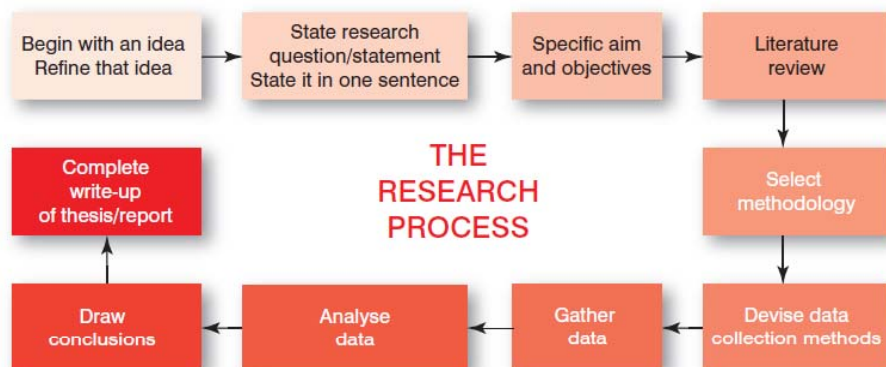


TOPIC 5

Data analysis at the planning level

The research process



Sources: Quinlan (2012)

The research journey (top-down)

- | | |
|--------------------------------------|--|
| ▶ Objective nature of reality | ▶ Subjective nature of reality |
| ▶ Positivist generation of knowledge | ▶ Interpretive generation of knowledge |
| ▶ Deductive approach to research | ▶ Inductive approach to research |
| ▶ EXPLANATORY research | ▶ EXPLORATORY research |

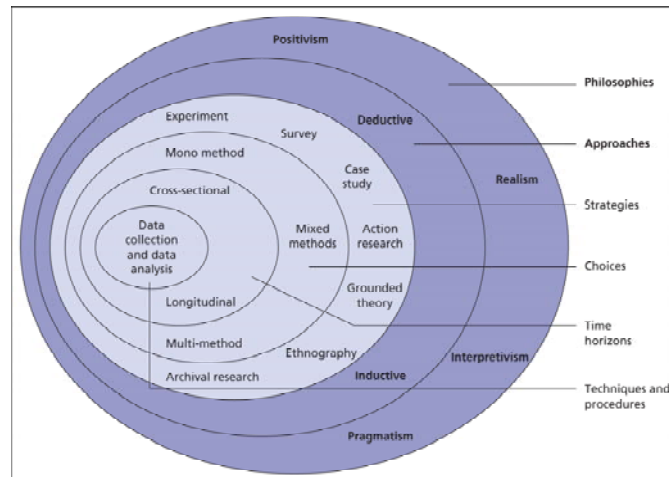


The end of the research journey (or is it?)

- | | |
|----------------------------------|----------------------------------|
| ▶ Deductive approach to research | ▶ Inductive approach to research |
| ▶ EXPLANATORY research | ▶ EXPLORATORY research |
| ▶ Quantitative data | ▶ Qualitative data |
| → Test theory | → Build theory |



The 'research onion'



Sources: Saunders et al. (2008)

Analytical framework

- | | |
|--|---|
| <ul style="list-style-type: none"> ▶ Quantitative data <ul style="list-style-type: none"> ▶ Test theory ▶ Descriptive analysis <ul style="list-style-type: none"> ▶ Univariate ▶ Inferential analysis <ul style="list-style-type: none"> ▶ Bivariate ▶ Multivariate | <ul style="list-style-type: none"> ▶ Qualitative data <ul style="list-style-type: none"> ▶ Build theory ▶ Summarising <ul style="list-style-type: none"> ▶ Condensation ▶ Categorising <ul style="list-style-type: none"> ▶ Grouping ▶ Structuring <ul style="list-style-type: none"> ▶ Ordering (narrative) |
|--|---|

Sources: Adapted from Saunders et al. (2009)

Findings and analysis

- ▶ Understanding the primary data
- ▶ Comparing and contrasting primary and secondary data
 - ▶ Confirmation
 - ▶ Disconfirmation
- ▶ Referencing the literature review



The end of the research journey (**bottom-up**)

- ▶ Conclusion(s)

LOOKING BACK AT THE OBJECTIVES

- a. Primary data to provide insight
- b. Symmetry in research

- ▶ Limitations
- ▶ Further research



Ethics in research

Ethics:

‘The appropriateness of your behaviour in relation to the rights of those who become the subject of or are affected by your work’

- ▶ Critically engage with your own ethical standards and behaviours
- ▶ Critically engage with the ethical standards of your own research

Sources: Adapted from Saunders et al. (2009); Quinlan (2012)



Issues of validity and reliability

- ▶ Validity in social research is the degree to which a research project measures that which it purports to measure
- ▶ Reliability is about the capacity of a research instrument to yield consistent results
 - ▶ Within quantitative research, the instrument is to a degree independent of the context for the research so, if used again, it should yield consistent results
 - ▶ Qualitative research is context specific, instead. Researchers focus on establishing the rigour, the soundness and the dependability of their research (Guba and Lincoln, 1994; Riege; 2003).

Sources: Adapted from Quinlan (2012)



And finally...

“there is no one best way for undertaking all research”

Saunders et al. (2009)