



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Welcome to Research Methods and Field Study Experience (BMTP5022)



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BMTP5022 – Research Methods and Field Study Experience Week 7

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Aims For Today

- Risk Assessment Workshop
- PG2 Form Q&A
- Surveys and Interviews





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Surveys

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Surveys

- **A questionnaire** is the **set of questions** you give people to answer. Think of it like a form or list of questions.
 - **A survey** is the **whole process** of collecting information – this includes creating the questionnaire, giving it to people, collecting their answers, and analysing the results.
- ✓ Sent to many people to get a wide range of data.
 - ✓ Helps in making general conclusions about a large group.
 - ✓ Objective and Unbiased: Designed to be neutral to avoid influencing responses.
 - ✓ Collects factual data that can be measured.



Surveys – How does it work?

1. Create the Questionnaire

- Decide what you want to know.
- Write clear and simple questions.
- Include answer options that cover all possible responses.

2. Distribute the Survey

- Choose how to send it out: online, by mail or in person.
- Make sure to reach a diverse group that represents the population you're studying.

3. Collect Responses

- Gather answers from everyone who completes the survey.
- Ensure confidentiality to encourage honest answers.

4. Analyse the Data

- Count how many people chose each answer.
- Use statistics to find patterns and trends.
- Draw conclusions based on the data.

Surveys – Types of Questions

1. Close-Ended Questions

➤ These give people a fixed set of answers to choose from.

Examples:

- **Multiple choice:** “Which digital learning tool do you use most often?”

Online videos, Learning apps, Virtual classrooms, e-Books, Online quizzes

- **Yes/No:** “Do you prefer online learning over traditional classroom learning? Yes or no.”

- **Rating scale:** “How easy is it for you to stay focused during online lessons? (1 = Very hard, 5 = Very easy)”

- **Likert scale:** “Digital learning makes studying more convenient.”

Strongly agree, Agree, Neutral, Disagree, Strongly disagree.

EXAMPLE OF A FIVE-POINT LIKERT SCALE

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

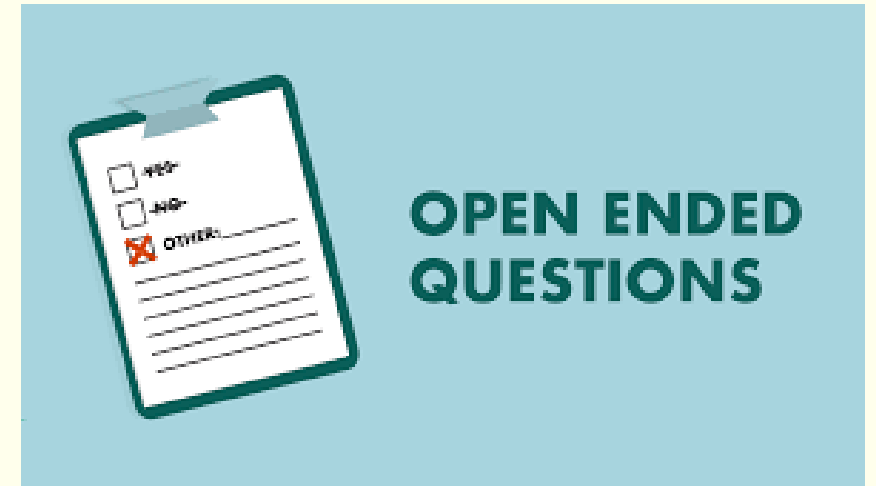
Surveys – Types of Questions

2. Open-Ended Questions

➤ People answer in their own words.

Examples:

- “What do you find most helpful about digital learning?”
- “What challenges do you face when learning online?”



Surveys – Types of Questions

3. Demographic Questions

- These collect background information.
- Examples: age, gender, education level, income, location.

Example:

- “What is your age group?”
 - Under 18
 - 18-29
 - 30-44
 - 45-59
 - 60+



Age

Helps tailor products and marketing strategies to different life stages.



Gender

Ensures inclusivity and respect for diverse consumer bases.



Income

Guides pricing strategies and product development.



Education

Correlates with consumer knowledge and preferences.



Ethnicity

Provides insights into cultural preferences and needs.



Location

Essential for market segmentation and targeted strategies.



Marital Status/Household Makeup

Offers insights into lifestyle/purchasing behavior.



Employment Status

Affects purchasing power and product interests.



Language

Important for multicultural and global market surveys.

Surveys – Types of Questions

4. Ranking Questions

- People put options in order.
- Example: “Rank these digital learning features from most useful to least useful”
 - ☐ Interactive videos
 - ☐ Live chat with teachers
 - ☐ Online quizzes
 - ☐ Downloadable notes
 - ☐ Progress tracking

Surveys – Types of Questions

4. Matrix Questions

- A set of similar questions answered using the same scale.
- Example: rating multiple items from 1-5 on the same grid.

Example: “Rate your satisfaction with the following aspects of digital learning (1 = Very unsatisfied, 5 = Very satisfied)”:

- ☐ Internet connectivity
- ☐ Ease of accessing materials
- ☐ Teacher support
- ☐ Interaction with classmates
- ☐ Quality of digital tools

Surveys – Types of Questions

5. Drop-down Questions

- People choose an answer from a list that appears when clicked.
- **Example:** “How many hours per week do you spend on digital learning?”
(Drop-down: 0–2, 3–5, 6–10, 11–15, 16+)”

The restaurant team are very helpful

Select option ▼

Select option

Always

Frequently

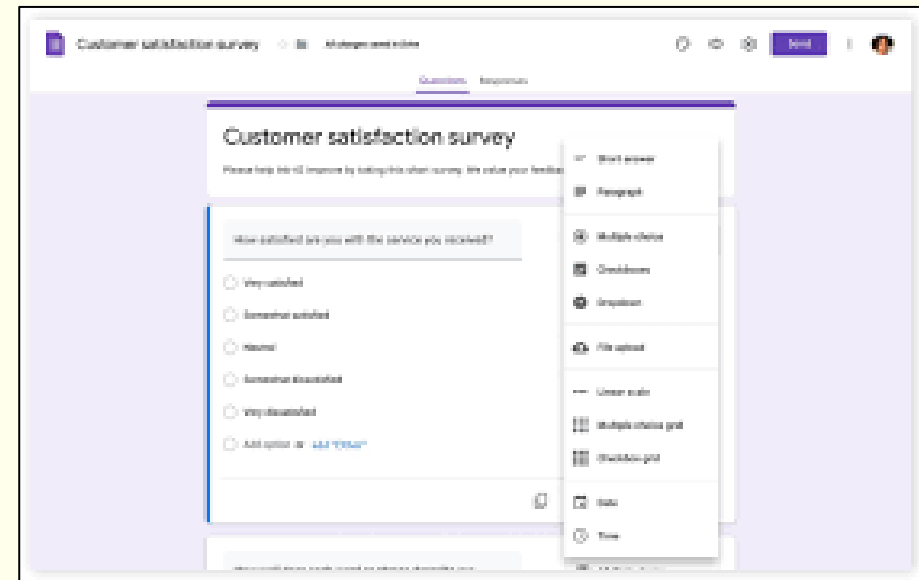
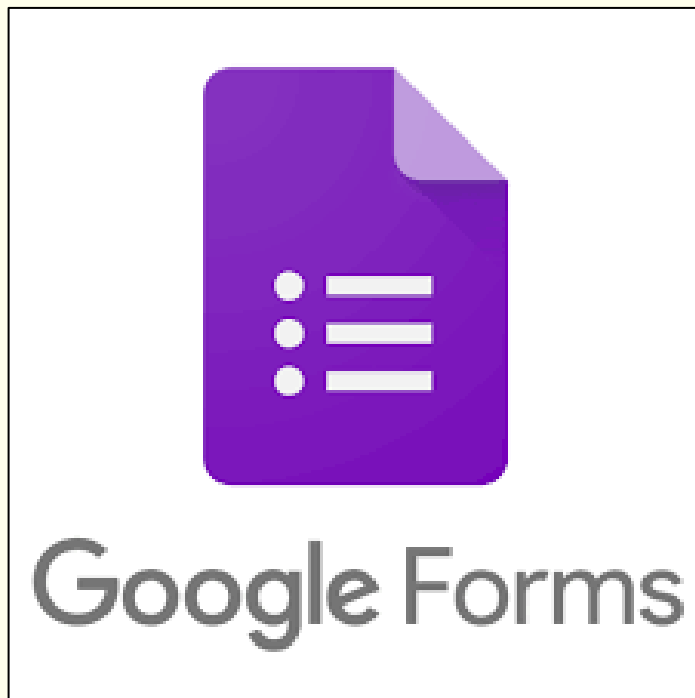
Sometimes

Rarely

Never

Survey

- The most straightforward tool to use for your survey is **Google Forms**.





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Interviews

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Interviews

- **Interviews** are a common way to collect detailed information in qualitative research. In an interview, the researcher asks questions and the participant answers them.
- The aim is to understand the participant's thoughts, feelings, experiences and behaviours.

Key Features:

- 1. Direct Communication:** Involves conversations between the researcher and participant, whether face-to-face, by phone or online.
- 2. Open-Ended Questions:** Uses questions that let participants share their thoughts in their own words.
- 3. Flexibility:** Interviews can change based on the participant's responses, allowing for deeper exploration of topics.

Type of Interviews

Structured Interviews

Description: Use a set list of questions with no deviation.

Example: A job interview where all candidates are asked the same questions.

Strengths: Consistent data, easy to compare responses.

Weaknesses: Limited depth, little flexibility.



Type of Interviews

Semi-Structured Interviews

Description: Use a set list of questions, but allow for follow-up questions based on responses.

Example: An academic interview exploring a student's experiences.

Strengths: Balance of structure and flexibility, deeper insights.

Weaknesses: More complex to analyse, requires skilled interviewers.

Type of Interviews

Unstructured Interviews

Description: No fixed questions; the conversation adapts to the participant's answers.

Example: A journalist interviewing someone about their life story.

Strengths: Flexible and can reveal unexpected insights.

Weaknesses: Difficult to compare answers and can be time-consuming.



Steps in Conducting an Interview

1. Preparation:

- Define the interview's purpose.
- Create a list of topics to discuss.
- Pick a good location or platform (virtual or in-person)

2. Conducting the Interview:

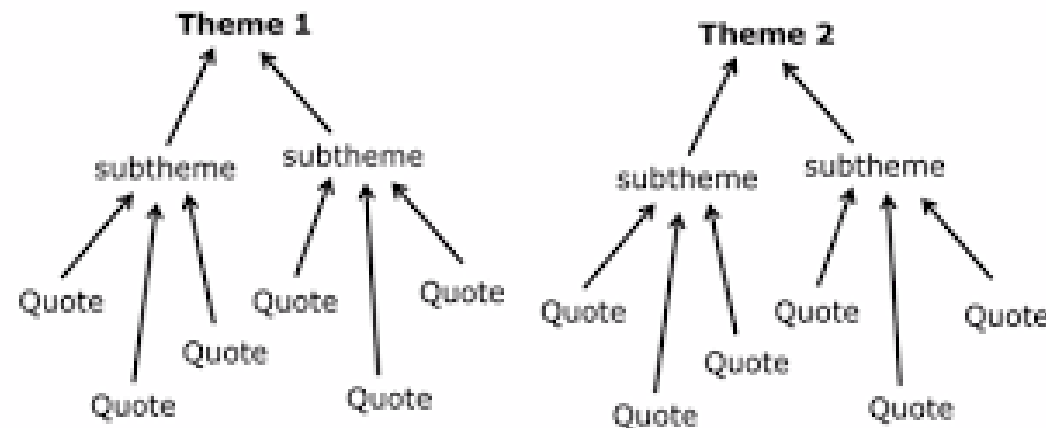
- Build rapport to make the participant comfortable.
- Ask open-ended questions for detailed answers.
- Listen actively and explore interesting points.
- Record the interview (with permission) for accurate analysis.

Steps in Conducting an Interview (contd.)

3. Data Analysis

- Transcribe the recorded interview.
- Identify key themes and insights from the responses.
- Compare data across interviews if there are multiple participants.

Figure 2.1 Classification Tree



Interview Practice

- Get into pairs or into small groups.
- Create question lists. Some examples include;
 - “Can you tell me about yourself?”
 - “What are your strengths and weaknesses?”
- In your pairs or groups, choose one to be an interviewer and another an interviewee (act as if it’s a real interview – body language, tone, etc). – 5 mins per interview
- After the first round, switch roles and repeat the process.
- After both rounds, give each other constructive feedback based on their performance.
 - What were the areas of strengths?
 - What are the areas of improvement?

Interview Practice – Reflection

1. What was challenging about being the interviewer?
2. What helped you feel more confident as the interviewee?

Homework

- Please send me a draft of your questionnaire or interview via email no later than

Friday, 28th November by 12pm (noon)

- Once your draft has been approved, you may begin sending out your questionnaire or conducting your interview(s).
- **Reminder:** If your primary research involves a company, business or organisation, you must first obtain research permission. Use the **Research Permission Letter** available on Moodle (Week 4).

Any Questions?

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I look forward to seeing you next week.

If you have any questions, please do not hesitate to contact me via email.

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