



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

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Placement Research Project [BMIH6006/8]

Session Focus :
Section 3 – PRACTICAL
IMPLEMENTATION.
Research Methods

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Content

Today's Aims

- SECTION 3 - RESEARCH METHODS.
- Review + Recap.

What is Research?

Undertaking Research.....

- When it comes to your Placement Project Report you are required to undertake academic research.
- Dependant on your focus (set Aims+Objectives), your research could be : Exploratory Based / Descriptive Based / Explanatory Based.....
- Research collected will be both Secondary and Primary based.
- As part of the early sections 1 and 2 (Intro and Literature Review), this will be focused on SECONDARY Research (*previously written*)..... It is now important to move on to the PRIMARY Research - - for sections 4 and 5 (Results/Findings and Conclusions).

What is the difference between Secondary and Primary Research?

Secondary research (or desk research) is based on data that has been collected *by somebody else* for some other purpose. It can help the researcher gain understanding of an issue, and formulate and generate ideas, which can later be refined by carrying out primary research.

Primary research (or field research) involves the collection of original (new) data *by the researcher* to address a specific problem.

*Student Q:

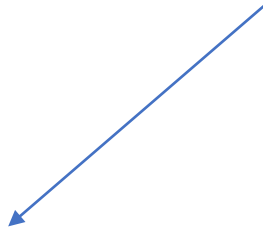
- How many ways can you think of to collect your primary data?

*Primary Data Collection Methods.

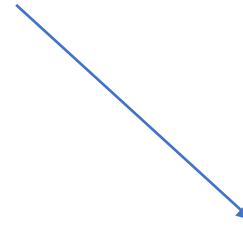
Most Common:

- Interviews
- Surveys
- Case Studies
- Questionnaires
- Observations
- Experiments
- Document Review/Content Analysis

Primary Data Collection



Qualitative Data



Quantitative Data

Consider your data collection methods - either Qualitative or Quantitative?

What is the difference between Qualitative and Quantitative Research?

Qualitative research involves the collection of (soft) data that are open to interpretation, for example, people's opinions which cannot be generalised in numerical terms.

Quantitative research – research that produces statistics (hard data). This usually involves surveys of large numbers of respondents.

Consider which method is most appropriate for you?

OR

Are you combining both?

Features of the main research paradigms (Collis and Hussey, 2003, p.55)

(Quantitative)	(Qualitative)
Tends to produce quantitative data Uses large samples Concerned with testing theory (deductive approach) Data is highly specific & precise The location is artificial Reliability is high Validity is low Generalises from sample to population	Tends to produce qualitative data Uses small samples Generates/builds theory (inductive approach) Data is rich and subjective The location is natural Reliability is low Validity is high Generalises from one setting to another

REPORT: Research Methods Section (Section 3)

STUDENT TO CONSIDER!!

- WITHIN SECTION 3 you are to:

Identify and *justify* the research methods that you have used within your 'Placement Project Report' [Data Collection / Data Evaluation].

HOW TO STRUCTURE SECTION 3:

To explain the 'Research' approaches taken, we address this within Section 3 of the Placement Report.

Section 3 Structure -- This *may* include:

- Research Purpose Philosophy and Approach
- Research Strategy / Research Choice / Research Design
- The Case Study **Sample** (who are they [MARRIOTT?], do you have access?)
- Data Collection Methods for each objective (Qualitative / Quantitative Methods = *Interview, Questionnaire-Survey, Archival - Document Review, etc.....*).
- Data Analysis
- Reliability and Validity
- Ethical Considerations (Ensure to submit the ETHICS FORM)

➤ **For advice on writing the Research Methods Section – see the below resources :**

- Babbie, E. *The Practice of Social Research*, 11th edition, Thomson Learning: Wadsworth
- Collis, J. and Hussey, R. (2003) *Business Research: a Practical Guide for Undergraduate and Postgraduate Students*, 2nd Ed., Macmillan: Basingstoke
- Hussey, J. and Hussey, R. (1997) *Business Research: a Practical Guide for Undergraduate and Postgraduate Students*, Macmillan: Basingstoke
- Jankowicz, A.D. (1995) *Business Research Projects for Students*, 2nd Edition, Chapman & Hall: London
- Leedy, P.D. (1989) *Practical Research – Planning and Design*, Macmillan: New York. In Remenyi, D., Williams, B., Money, A. and Swartz, E. (1998), *Doing Research in Business and Management: an Introduction to Process and Method*, Sage: London, p. 28
- Robson, C. (1993) *Real World Research*, Blackwell: Oxford. In Saunders, M., Lewis, P. and Thornhill, A. (2000) *Research Methods for Business Students*, 2nd Edition, Financial Times/Prentice Hall: Harlow
- Saunders, M., Lewis, P. and Thornhill, A. (2007) *Research Methods for Business Students*, 4th Edition, Financial Times/Prentice Hall: Harlow
- Veal , A.J (2017) *Research Methods for Leisure and Tourism*, Pearson, London

- **REPORT CONTENT STRUCTURE:**

- Please refer to the handbook for report structure guidance.....
- *NB: As a general guide – please consider the following with regards to word count: (Approx)*

Introduction – 1,000 Words

Literature Review – 2,500 Words

Research Methods – 1,000 Words

Results – 2,000 Words

Conclusions / Recommendations – 1,000 Words

Reference List – Min of 30x Refs!!!