

ECSO5003

Session 1

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Required



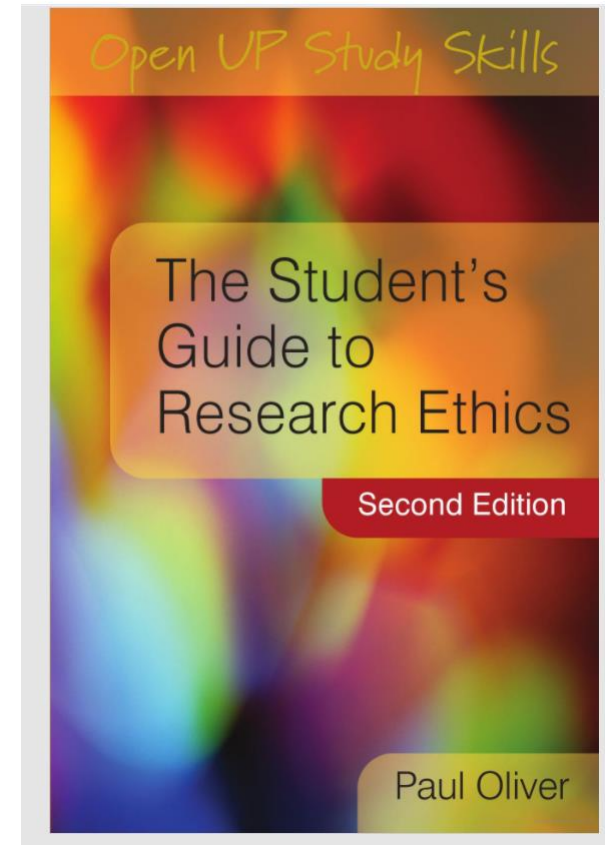
- Punch K, *Introduction to Social Research Methods: Quantitative and Qualitative Approaches*, London: Sage, 2014.



Creswell J, W (2014) *A Concise Introduction to Mixed Methods Research*, London: Sage.

Required

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



Creswell

Creswell J, W, & Creswell, J, D (2017) *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, London: Sage.

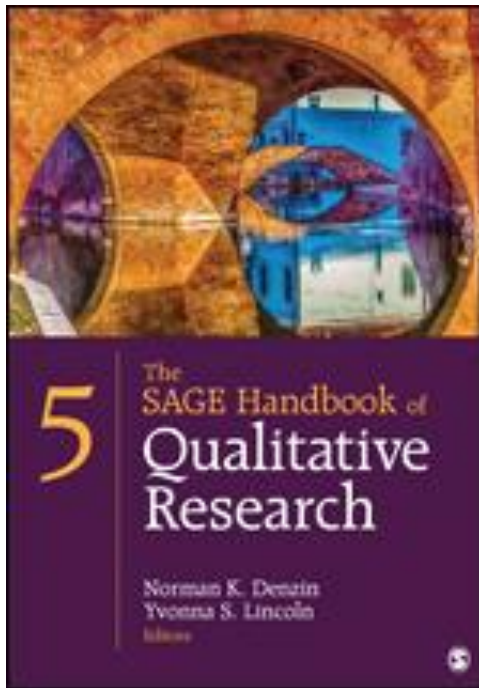


Books!

Recommended

- Louis, Cohen, Manion & Morrison (2017) Research Methods in Education, London: Routledge-Falmer.
- Robson C (2016) Real World Research, Oxford: Blackwell Publishers
- Bryman A & Bell E (2016) Social Research Methods, Oxford: Oxford University Press

And the **BIG ONE!** *£140.00 ish!*



Denzin, N. K. & Lincoln, Y. S. (2017) *The SAGE Handbook of Qualitative Research Design*, London: Sage.

- Part I: Locating the Field
- Part II: Paradigms and Perspectives in Contention
- Part III: Strategies of Inquiry
- Part IV: Methods of Collecting and Analysing Empirical Materials
- Part V: The Art and Practice of Interpretation, Evaluation and Presentation
- Part VI: Into the Future of Qualitative Research

Lecture Outcomes

To understand the purpose and process of research in the social sciences

Understand the factors that influence Social Science research

Use a range of research articles and abstracts to become familiar with relevant terminology

Why Research in the Social Context?

Class Task

Make a list of some of the reasons
that Research in the Social Sciences is undertaken

Discuss

Why Research Society, Communities & Individuals?

Inform Policy

- Political slant (research paper - Four Errors.....)

To Inform Practice

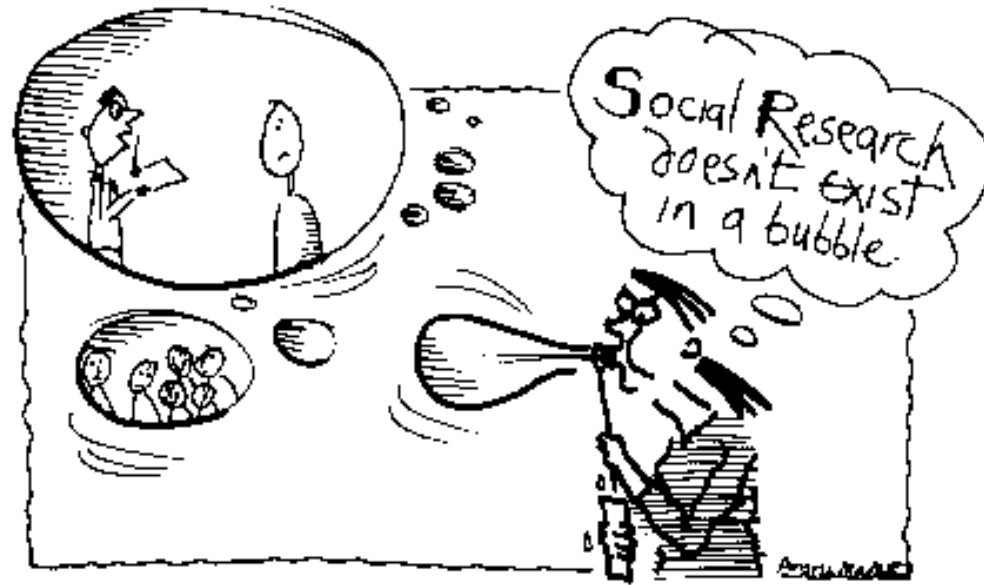
- Social Work, Education, Community Development



Types of Research

‘Social research does not exist in a bubble’

(Bryman 2016).



Real World Situations

In the 'real world' or 'the field' the challenges are.....

'Saying something sensible about a complex, relatively poorly controlled and generally 'messy' situation' (Robson 2016).

Social Research Strategies

Bryman (2016) makes 2 relevant points

Methods of social research are closely tied to different visions of how social reality should be studied

Research data are collected in relation to something i.e. the wider social scientific enterprise

The Relationship between Theory and Research

Deductive and Inductive theory

Deductive

- Theory guides research

Inductive

- Theory is the outcome of research



The Process of Deduction

Theory

Hypothesis

Data collection

Findings

Hypothesis confirmed or rejected

Revision of theory



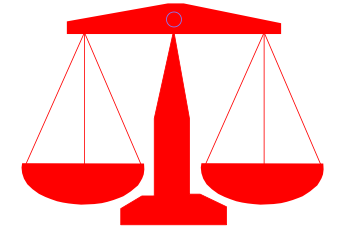
Research Considerations

Is the social world regarded as something external to social actors or something that people are in the process of fashioning?

Objectivism

Subjectivism - (constructivism)

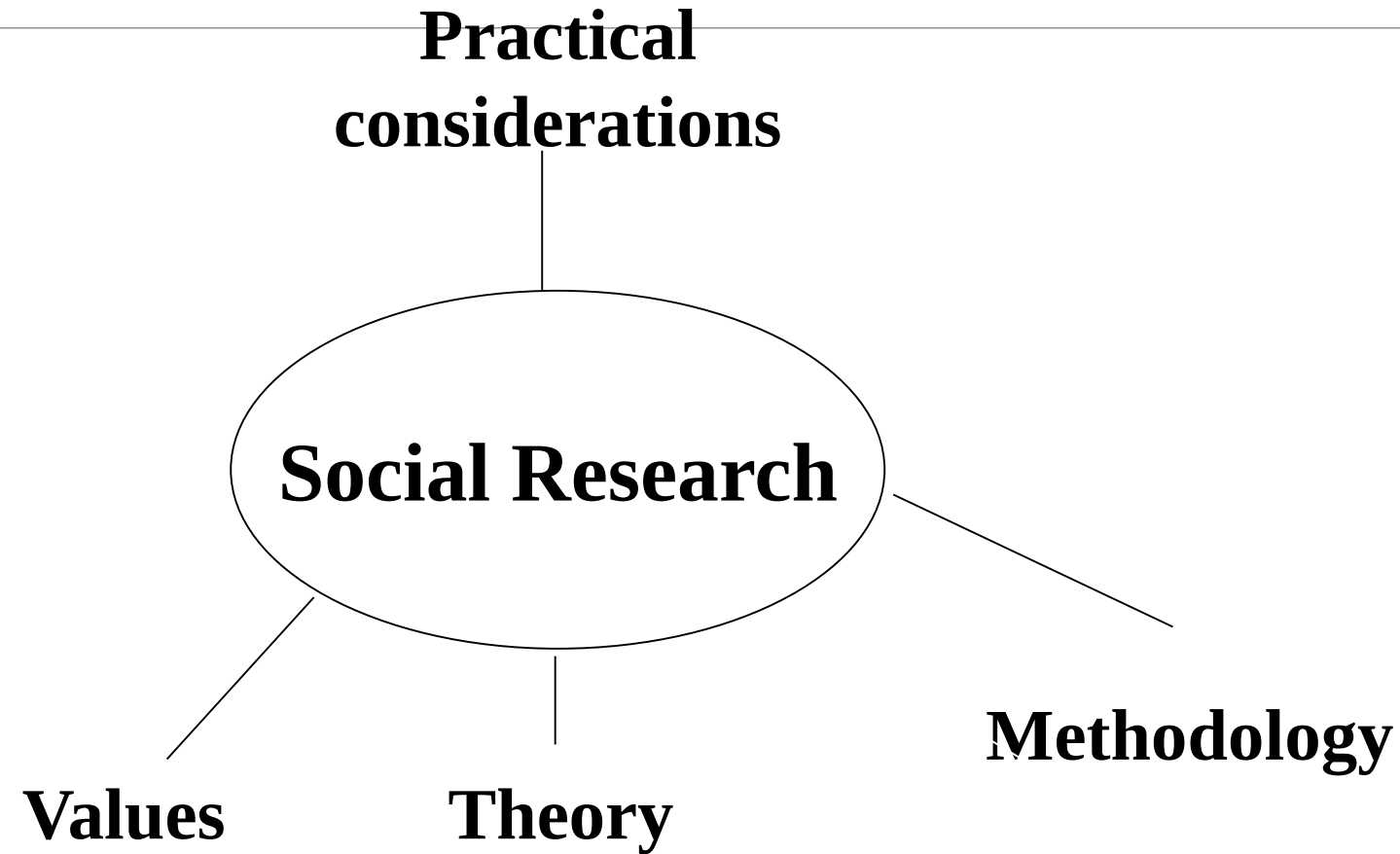
Research Strategy: Quantitative and Qualitative



Fundamental differences between quantitative and qualitative research strategies

	Quantitative	Qualitative
Principle orientation to the role of theory in relation to research	Deductive; testing of theory	Inductive; generation of theory
Epistemological orientation	Natural science model, in particular positivism	Interpretivism
Ontological orientation	Objectivism	Subjectivism (Constructionism)

Influences on the Conduct of Social Research



Student Task - Pairs/Group of Two/Three

Socially Distanced!

If you had to undertake some social research now what would the topic be and what factors would have influenced your choice?



How important was addressing theory in your consideration?

What is the Question?

- Consider the following – Common Sense:

- What is it that you want to find out?
- What do you want to do with generally about the topic?
- What do you want out of the project?
- Who are involved?
- Where will it take place?
- What type of information do you need to know?
- How will you get this information?
- How will you make sense of the information you collect?
- Is the process you are undertaking morally fair?

- Consider the following - Academic:

- What is the main Research Question?
- What is your Research Aim?
- What are your main Research Objectives?
- Who are the Participants?
- Within what Context/Frame will your Research take place?
- What types of Data will answer your Research Question?
- How will you collect the Data?
- How will you analyse this Data?
- What are the Ethical Issues involved?

Reference List

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