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DSAW7075

What is research?

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Trawsnewid Addysg; Trawsnewid Bywydau
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How do we search for information/truth?

- Experience
 - Knowledge developed through our own personal history or the inherited/learned history of others
 - Easily subject to bias
- Reasoning
 - Deductive
 - Inductive
 - Inductive-Deductive
- Research
 - Systemic (where experience is haphazard)
 - Empirical (where experience and reasoning are subjective)
 - Self-correcting (where reasoning is not necessarily)

What is research?

- ‘A detailed study of a subject, especially in order to discover (new) information or reach (new) understanding.’ (Cambridge Dictionary)
- ‘The systemic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.’ (Kerlinger, 1970)
- ‘Research is a combination of both experience and reasoning and must be regarded as the most successful approach to the discovery of truth, particularly as far as the natural sciences are concerned.’ (Borg, 1963)

Your experiences of conducting research...

- As a researcher...?
- As a participant...?

Primary Research vs. Secondary Research

- Primary Research is research that generates **NEW DATA**
- Secondary Research is new enquiry based upon **EXISTING DATA**

Secondary Research in the every day

- Buying a car
- Choosing a restaurant

Secondary Research in the workplace

- Reading government reports on your industry
- Reading an article about an experiment conducted in a workplace like yours

Primary Research in the every day

- Substituting an ingredient in a family favourite recipe
- Asking friends whether you should get a particular haircut

Primary Research in the workplace

- Surveying your direct report staff about their preferred working hours
- Writing and distributing customer satisfaction surveys

How can we take our enquiries from informal to formal research?

Informal

- Unstructured
- Uncontrolled
- Random
- Subjective
- Based on intuition

Formal

- Structured
- Controlled
- Planned/Systematic
- Objective
- Based on data

How might formalising research affect the workplace?

- Have a think about the types of 'research' you conduct in the workplace as part of your job?
 - How much of this is formal?
 - How much of this is informal?
- Are there benefits to making your informal research formal?
- Are there risks to making your informal research formal?