ECSO5003: Research Methods

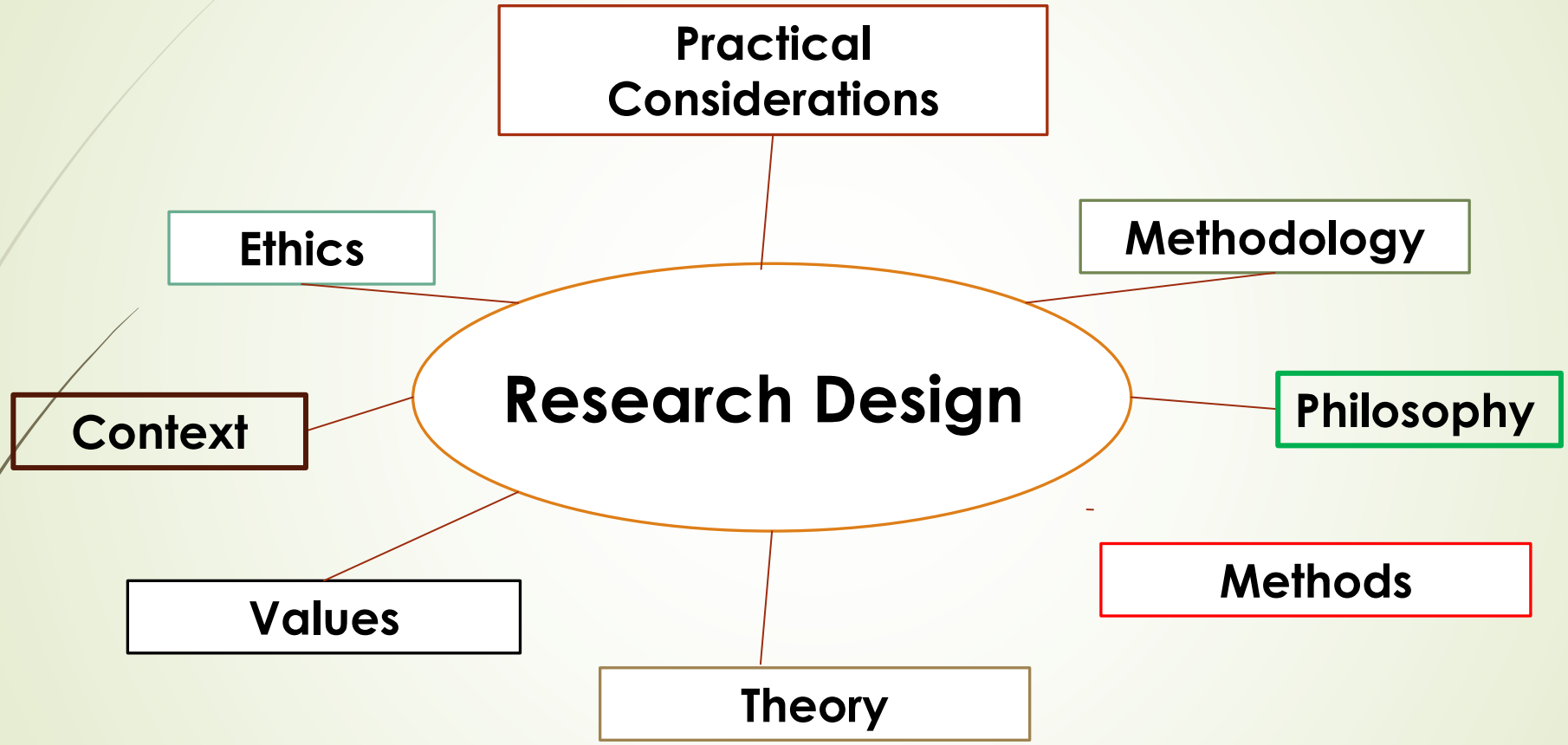
Qualitative Approaches

Extra Session

Aims of Session

- To explore different research methods

Research Design



Methodology vs. Method

- Methodology
  - The theoretical framework that outlines the rules (axioms) to follow in a study.
- Method
  - The actual tools/steps taken by which you conduct research into a subject or a topic.

Methodology

- Research methodology: what do we need to consider?
- What are the options?

Methods of Data Collection
Qualitative Examples

Case Study	• Multiple methods of data collection • Interviews • Documents • Questionnaires • Observations
Ethnography	• Participant observation
Phenomenology	• In-depth-Interviews
Grounded Theory	• In-depth Interviews • Participant Observation

Methods of Data Collection
Qualitative Examples

Action and applied research

- **Within an organisation / practice**
- **Documents**
- **Interviews**
- **Participant observation**

Participatory research

- **Multimethods of data collection**
- **Creative inclusive approaches**

Quantitative Examples

Surveys:

- Requires large sample sizes for statistical analysis

Experimental designs :

- Requires a control group

Research Methods

The prime criterion for choosing a particular data gathering method in research is whether it is anticipated that the method will give useful information about the practice under study and fits with research design strategy for inquiry chosen.

Are you interested in any particular methods?

Qualitative Research Methods

- Interviews
- Participant Observation (Reflections on your own observations).
- Documentary analysis
- Reflective Diaries
- Questionnaires (open ended)
- Focus Groups

Examples

- What are the key things to consider when designing questions for a qualitative study.

Research Methods and Analysis

Qualitative flexible designs:

- open ended questions, that you then look for themes to analyse.

Quantitative fixed designs :

- highly structured closed questions that can be given a numerical value and analysed numerically.
- e.g likert scale choose 1-5

Mixed methods

- adopt both open and closed questions

Interviews:
How Not to Interview!!!

- Interviews : Can you spot at least 10 mistakes made by this interviewer?
- Demo qualitative interview with mistakes – YouTube

Interviews:
How to Interview Well

- How it should be done: Demonstration Qualitative Interview - how it should be done - YouTube

Focus Groups:

- Overview of Focus Groups
  - https://youtu.be/ZLw0YXcseG0

Focus Groups:
The Good, the Bad the Ugly!

Qualitative Interviews

In your groups design a very short interviews schedule

Choose a format

- Structured
- Semi Structured
- Unstructured

Ethics

What do we need to include when carrying out data collection?

Informed Consent

Theory and Practice of Research: Action Planning

- Planning research is vital to its success,
- Having realistic expectations in relation to your:
  - FOCUS
  - RESOURCES
  - TIME
  - ETHICAL CONSIDERATIONS

Directed Study

Research the different methods available and consider which best fits your research design.

Review the videos under the TILE: RESEARCH METHODS VIDEOS.

References

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