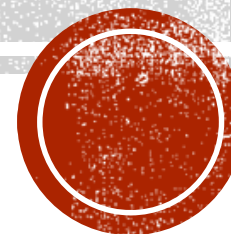


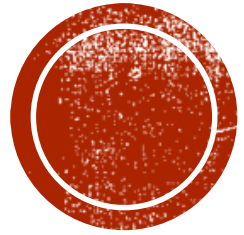
RESEARCH



AIM

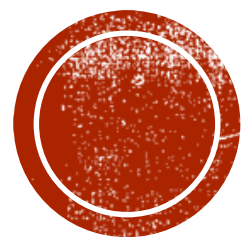
- Recap Q&A
- Qualitative Research
- Quantitative Research
- Primary Research
- Secondary Research
- Questionnaires
- Interviews





RECAP Q&A

Glossary Terms



QUALITATIVE RESEARCH



WHAT IS QUALITATIVE RESEARCH?

- Qualitative data is known as quality information. It is mostly associated with social sciences and 'people centred' methods of enquiry.
- It's a way at looking at the world from the point of view of people.
- It seeks to understand things that cannot be readily measured or counted.
- Concerned with quality of an experience



QUALITATIVE RESEARCH

- Qualitative research is to deepen our understanding about something, it helps us to 'flesh out the story'.
- Qualitative research obtains viewpoints and personal feelings from its participants, however these are not easily measured.
- Less concerned with how many?
- More concerned with Why? and What?
- Qualitative researchers aim to gain an insight into their topic rather than make an analysis of statistics.

(Green, 2000)

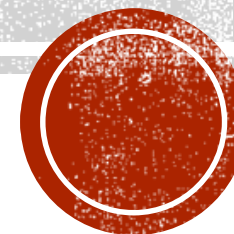


QUALITATIVE RESEARCH

- Qualitative research is known as rich data, for the reason that it values personal involvement and includes detailed descriptions.
- Qualitative research tends to be a lengthy process, mainly because it is interpretative.



QUANTITATIVE RESEARCH



WHAT IS QUANTITATIVE RESEARCH?

In contrast to qualitative research, quantitative research involves the use of statistical information.

It produces results which can be expressed using numbers or statistics

- How many?
- How often?
- How many people think ...?
- How often do people go ...?



QUANTITATIVE RESEARCH

- Most associate with scientific ways of thinking and enquiry
- Involves viewing world in ways that are measurable
- The findings can be counted or can be demonstrated in a way that is measurable.
- The primary purpose of quantitative research is to prove or disprove areas of perceived knowledge.



QUALITATIVE AND QUANTITATIVE RESEARCH

- Most research papers will state what type of research was conducted.
- Most research papers will tend to use one of the two types of research method, however some types of research use both.

(Ellis, 2016)



PRIMARY RESEARCH



WHAT IS PRIMARY RESEARCH?

Primary research is research that you conduct yourself. Individuals conducting primary research would collect information via surveys, interviews, observations, and ethnographic research (conducting research with the participants in their real-life environment)

Primary research includes the researcher collecting new data that has not been collected before.

Most health journals are written based on primary research.



PRIMARY RESEARCH

- Primary research is time consuming and can be difficult to gather information.
- Primary research can only be conducted if ethical consideration has been accepted, as per the BERA Ethical Guidelines 2011 (British Education Research Association).
- The researcher has to ensure that all information is solely used for research purposes and that confidentiality of participants is paramount.

Can anyone conduct primary research?

(Lewis-Gaillet and Eble, 2016)



SECONDARY RESEARCH



WHAT IS SECONDARY RESEARCH?

Unlike primary research, secondary research is not conducted by the researcher. Secondary research is the collation of existing research.

Secondary research is less time consuming.

Secondary research is reliable and has a wide range of information based on a particular subject.

Secondary research is sometimes used to check that primary research conducted is correct.



WHAT IS SECONDARY RESEARCH?

Secondary research does not require the researcher to have permission to undertake their research.

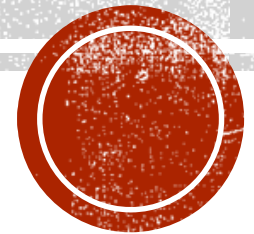
Most research projects will contain elements of secondary research and tend to evaluate this the data as part of the literature review.

Can anyone conduct secondary research?

(Lewis-Gaillet and Eble, 2016 and Vartanian, 2011)



QUESTIONNAIRES



WHAT IS A QUESTIONNAIRE?

- A questionnaire is a data collection instrument that includes a set of questions that require written responses.

Questionnaires can be administered by:

- Post
- In person
- Via the internet
- Or left for respondent collection



QUESTIONNAIRES

Many research projects include or are wholly based on information obtained by questionnaire.

There are several very good reasons why questionnaires can form an important element in research, these reasons are that:

- Questionnaires are flexible,
- Easy to apply
- Relatively inexpensive (usually)



QUESTIONNAIRES

A questionnaire may is a well known and fully validated tool or used in **qualitative** and **quantitative** research, and is designed by a researcher to address very specific issues.

Questionnaires have many advantages such as:

- They are usually quick and simple to complete
- A questionnaire format is familiar to most respondents
- The cost is (usually) low, and can be administered to many people at once.



QUESTIONNAIRES

Although questionnaires are used often in research, they also come with a number of disadvantages:

- Not all participants are honest
- Not everyone will respond
- Differences in understanding and interpretation
- Questionnaires are hard to convey feelings and emotions
- Lack of personalisation
- Some participants skip questions



QUESTIONNAIRES AND LIKERT SCALE

Some questionnaires will include a Likert scale

A Likert scale is where respondents are given a question and a scale to show how much they agree or disagree with a particular statement.

What are the advantages / disadvantages of a Likert scale?

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6

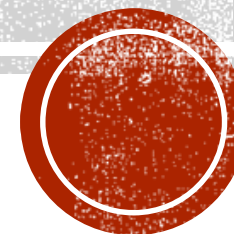


The diagram shows a 6-point Likert scale. The first three points (1-3) are grouped under a red bracket labeled '50% Negative'. The last three points (4-6) are grouped under a green bracket labeled '50% Positive'.

(Brace, 2008)



INTERVIEWS



WHAT IS AN INTERVIEW?

- Interviews are the most common research type to gather qualitative data.
- Interviews generally include more than a 'yes' or 'no', they are to gather as much information about a particular subject as possible.
- The interviewer is usually a professional in a particular field and the interviewee is usually an individual who has been affected by the issue being researched.

(King and Horrocks, 2010)



HOW DO INTERVIEWS TAKE PLACE?

- Interviews can be made face-to-face
- Over the telephone
- In groups
- Skype / Online



(Moule et al, 2017)



INTERVIEW - ADVANTAGES

Interviews are an extremely good way to gather as much information as possible and have a number of **advantages...**

- Can allow for in-depth knowledge sharing
- Helps to develop the bigger picture
- Helps with analysis of results
- Good for networking (you may be referred to other people to interview)

(King and Horrocks, 2010)



INTERVIEWS - DISADVANTAGES

Interviews also have a number of **disadvantages...**

- Can be time consuming
- May be difficult to arrange an interview time
- Can be difficult to compare and analyse information
- Some individuals do not like to give too much personal information



(King and Horrocks, 2010)



INTERVIEW TYPES

- Structured
- Semi – Structured
- Unstructured



(Moule et al, 2017)



STRUCTURED INTERVIEW

Each individual taking part in the interview is asked the same question in the same way so that any differences between answers are held to be real ones and not the result of the interview situation itself.

Focus is on:

- Uniform structure
- Standardisation of the process
- Comparability across responses



(King and Horrocks, 2010)



SEMI-STRUCTURED INTERVIEW

The content and the context of the interview are both important aspects of the process

Focus is on:

- Clarification
- Elaboration

Semi-structured interviews combine a pre-determined set of open questions (questions that prompt discussion) with the opportunity for the interviewer to explore particular themes or responses further.

The disadvantage to this type of interview is that they can be more time consuming and they may not gather all information that they required because of the open ended questions.



UNSTRUCTURED INTERVIEW

Interviewees have the freedom to tell their stories, although the interviewer may prompt in order to keep the narrative going.

- Unstructured interviews are the opposite to structured interviews
- Questions are not prepared in advance.
- Unstructured interviews tend to be shorter interviews because they do not have a list of set questions.



ANY QUESTIONS?



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