



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

200
1822 - 2022

Creativity and Value Creation Creadigrwydd a Chreu Gwerth

Level / Lefel 5

Research Methods / Dulliau Ymchwil

Kate Piper

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

www.uwtsd.ac.uk

Introduction and Experiences



Quantitative and Quantitative Sampling Recap

Probability/ Non probability Sampling

- Random Sampling
- Stratified sampling
- Convenience sampling
- Purposive sampling
- Snowball sampling



Why Qualitative Methods

- “Set of interpretive activities” (Denzin and Lincoln, 2018: 18).
- Lens and theories are used as a tool to guide the research
- Lens can be chosen that are broader specific/ informed by experiences



Qualitative Methods

- Observations
 - Fieldnotes
- Interviews
 - Focus groups
- Open ended responses in Qs



Observations

Degree of Involvement	Type of Participation
High	Complete
↓↑	Active
↓↑	Moderate
Low	Passive
(no involvement)	Nonparticipation

Task: Jigsaw information



Ethnography

- Methodology that includes observations and writing to demonstrate the data.
- Fieldnotes and Presenting the information
- Jottings → Report/ creative way of presenting the information
- Small notes/ drawings → Before memory goes write full sentence report
- Present the data (final report/ writing)

Actions in, and uses of a coffee shop – 10mins





Interviews

- Purpose: “to create a conversation that invites the participant(s) to tell stories, accounts, reports an/or descriptions about their perspectives, insights, experiences, feelings/ emotions and/or behaviours” (Smith and Sparkes, 2017: 103)
- Individual structured → individual semi-structured → individual unstructured → focus groups
- Interview guide – what do we need to consider when prepping
 - Before → During → After



Open ended responses in Questionnaires

- Same as above – however you only have one chance to get the information you need.
- Linked to Structured individual interviews
- How could we set up the question?



Class Project

- Engagement in Physical Activity
- Many ways to support physical activity of an individual (correlates and determinants)
- Many barriers to engagement of physical activity.
- Therefore the aim of the research is to explore the engagement behaviours and issues of students in active degree courses.

