

BMSP5007 Research Methods

Assignment one

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Introduction

This assignment is focused on gaining a descriptive experience of someone going into management for the first time. This feeling or experience can be referred to as a phenomenon or phenomenology. The research carried out was of qualitative data and consisted of 3 separate interviews to gain rich descriptions of the chosen phenomena.

The phenomenon chosen for this assignment is 'managing a business for the first time'. The reason this phenomenon has been chosen is firstly the degree being studied is a business management and it's something that I would like to go straight into after university. I personally wanted to know how people felt when thrown into the situation of management for the first time these are my reasons for choosing this phenomenon.

Brief overview of current literature

To understand and complete this assignment properly it was essential to really define what phenomenology is and what phenomenology in qualitative research requires to gather the best set of data. This quote sums up what phenomenology is

'Phenomenology is the study of essences; and according to it, all problems amount to finding definitions of essences: the essence of perception or the essence of consciousness, for example' (Merleau-ponty, 1996).

Phenomenology is essentially the experience and or essence of something happening, or a person's perception of and individual experience; basically their own interpretation of something happening (considering everyone has their own view of something) (Merleau-ponty, 1996). Acknowledging these theories of phenomenology it is important to understand that when completing qualitative research it is important generate a direct analysis and an un-biased account of the their phenomena without any preconceptions or presuppositions (Spiegelberg, 1975)

The research process and methodology

Once this was figured out, the experience or phenomenon that was chosen was 'managing a company for the first time'. The next steps in the research process where interviews were carried out where as follows.

1. Find the appropriate participants to take part in the interview. (Considering whether they will want to talk about the phenomenon, whether they will have time to participate in the interview and will they be able to provide a rich descriptive analysis of that experience. Also remembering to have a spare participant if something went wrong!).
2. Construct an interview guide to follow when conducting the interview. (Have prompts and other questions to hand in case of long pauses).
3. Ask participants to agree to and sign participant agreement form. (This is very important as participant's privacy and staying ethical is foremost in this interview).
4. Conduct the interview. (Remembering to find a suitable setting to conduct the interview i.e. somewhere quiet).
5. Transcribe all interviews onto word document. (Making sure to replace all names and place names due to privacy issues).

(Valenzuela & Shrivastava, 2002)

This was the process taken when undergoing the interview process for this assignment. Firstly asking people if they wanted to participate, which in my case went very smoothly as the first three I asked decided to participate. As the three interviews went on I grew in confidence and was capable of providing better prompts when there was long pauses or

better questions to keep their speech moving. The first interview however was very awkward because there were very long pauses and not as much rich description to favour the task involved.

The other important issue when performing these interviews was to make sure that the ethical and privacy issues were controlled. It is vital to minimise potential claims made against the university, researcher or individual for negligence on the participants interview, also remembering that they have volunteered to involve themselves in this so to be negligent would be ethically wrong. When transcribing the interview it is important to delete names and place names out of the text to minimize any wrong doing.

The next process in the methodology was read through the interviews one after another three or four times to acknowledge any recurring themes in the text. These are essentially the generated essences or view from the participant in which is what qualitative research is all about. This quote explains this excellently

'Perhaps one of the main distinct features of qualitative research is that the approach allows you to identify issue's from the perspective of your study participant, and understand the meanings and interpretations that they give to behaviour, events or objects' (Hennink, Hutter, & Bailey, 2010).

This quote helps to recognize what qualitative research is used for and why it can be really helpful in understanding certain views or reactions to a certain experience or situation. This is particularly relevant for this assignment because it was exactly that experience, individual perspective or collected 'essence' that the research was exploring.

Presentation of findings

Theme 1

When completing the methodology and research process it became evident that there were some reoccurring themes that linked to each other in the interview texts. The themes that connected these texts together were very clear and show I clear essence or sense of this experience.

The first reoccurring theme that connected the interview texts together was 'responsibility and pressures of being in a management position. This was by far the most reoccurring theme as the links in the texts to this essence of responsibility were very common.

'Yeah its difficult managing at times especially people, because I've always been the employee not the employer even though I still had boss's above me in head office but basically the buck stopped at us' (Participant A)

'I had to come up with a massive team of trainers and a massive team of on the job assessors and a massive team of on the job coaches in order to pull that contract off, but we did it' (Participant B)

'It's the same about being nervous, you know I started realising with managing I have other duties and tasks to do' (Participant C)

There is a real essence of responsibility in this reoccurring theme. All participants talked about how they felt nervous and under prepared when starting a management job for the first time. This is reflective of the quotes taken from the interviews above and the essence from the researcher's interpretation is that of responsibility and being underprepared.

Theme 2

The second reoccurring theme that became evident when transcribing and reading through the interview material was 'worry and lack of experience when managing'.

'But it can be cursed too because your always on site even if you are off your staff can still call on you to help out or whatever' (Participant A)

'I think there's an awful lot of worry and concern when I started a business for the first time in terms of is it going to work? Who am I going to sell this too? Have I got enough contacts to get this working? So there's an awful lot of concern and anxiety' (participant B)

'Well its uncomfortable basically, your kind of uncomfortable territory you know where you are used to one job and then you've been thrown into something else because you were kind of good at your previous job' (Participant C)

In these quotes pulled from the interview the participants are feeling a lot of worry an anxiety about their experience. They also show that they have a lack of experience when being put into this experience of managing for the first time. Participant A talks about always being on call and having a sense of worry whilst in that situation whilst participants B and C talk about being worried and they doubt themselves in the jobs that they are taking

on board. Therefore the collective essence of this theme is that of being in-experienced in a management job.

Theme 3

The final theme that is being discussed by all three participants was that of 'excitement' whilst being promoted to a management position

'Also very enjoyable as well you'd meet really nice people mostly' (Participant A)

'But by the same token there's a lot of excitement as well in terms of I'm going to be my own boss' (Participant B)

'Yeah I'm happy anyway like and a big part of being in my position and probably any other company is the fact that you enjoy what you do and that you enjoy the company you work for' (Participant C)

During this theme there is an overall essence of excitement when given the opportunity to manage and be your own boss. Participant A talks about meeting nice, new people whilst participant B previously talks about the excitement of being their own boss. Participant C explains that he is happy in his management job and is happy with the company he works for, so there is a general sense or essence of excitement in this reoccurring theme from the participants.

Conclusion

Because of the nature of this research we can only interpret what the view of that particular participant is experiencing from our own (the researcher's) point of view. However the general experience of the phenomenon had common regularity's throughout the interview and could have ended up with 7 or 8 themes to discuss. This tells the researcher that this methodology of completing qualitative research on phenomenology is extremely relevant and achieves a great amount of detail for the researcher to examine. However because this is my own (the researchers) opinion or interpretation of their collected essence of the experience, another researchers interpretation of themes may be completely dissimilar, which demonstrates that research in this way will be entirely influenced by the researchers own views and interpretations of the text in the interview.

Improvements that could be made to make a better and more decisive argument for the essence of the interview would be to video record the interview. By doing this the

researcher will be able to distinguish facial features when answering questions and also different types of body language that could also be linked to each other.

Bibliography



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Spiegelberg, H. (1975). Doing phenomenology . *Phenomenology*, 3-12.

Valenzuela, D., & Shrivastava, P. (2002). *Interview as a method of qualitative research*. Retrieved 11 10, 2014, from public.asu.edu:

<http://www.public.asu.edu/~kroel/www500/Interview%20Fri.pdf>





Comment 1

or phenomenology - No this is a methodology



Comment 2

clear phenomenon

PAGE 3

PAGE 4

PAGE 5



Comment 3

The sub-heading Theme 1 should be here. Above this is the introduction. Also give your sub-headings meaning - Theme 1 - Responsibility and Pressures.



Comment 4

- Worry and lack of experience.

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PAGE 7



Comment 5

References not bibliography. Not enough references reported or cited.



Comment 6

OK, but the URL need to include date accessed to be considered a complete reference.