



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

ECDE 7012

Research Design and Management in Education

Session 4: 17th March 2025

Module Lead: Dr Julia Holloway

j.holloway@uwtsd.ac.uk

Module Deputy: Nanna Ryder

n.ryder@uwtsd.ac.uk

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk

Links to resources

- Wellbeing hub: [Home - Cardiff Met Wellbeing Platform](#)
- Wellbeing hub launch webinar: [RWC Launch Presentation - Cardiff Met Wellbeing Platform](#)
- Doctoral college
- Ethics session- 9th April; 7th May
- AI in research webinar: [Microsoft Virtual Events Powered by Teams](#)

3-minute
summary

[00:00:03:00](#)

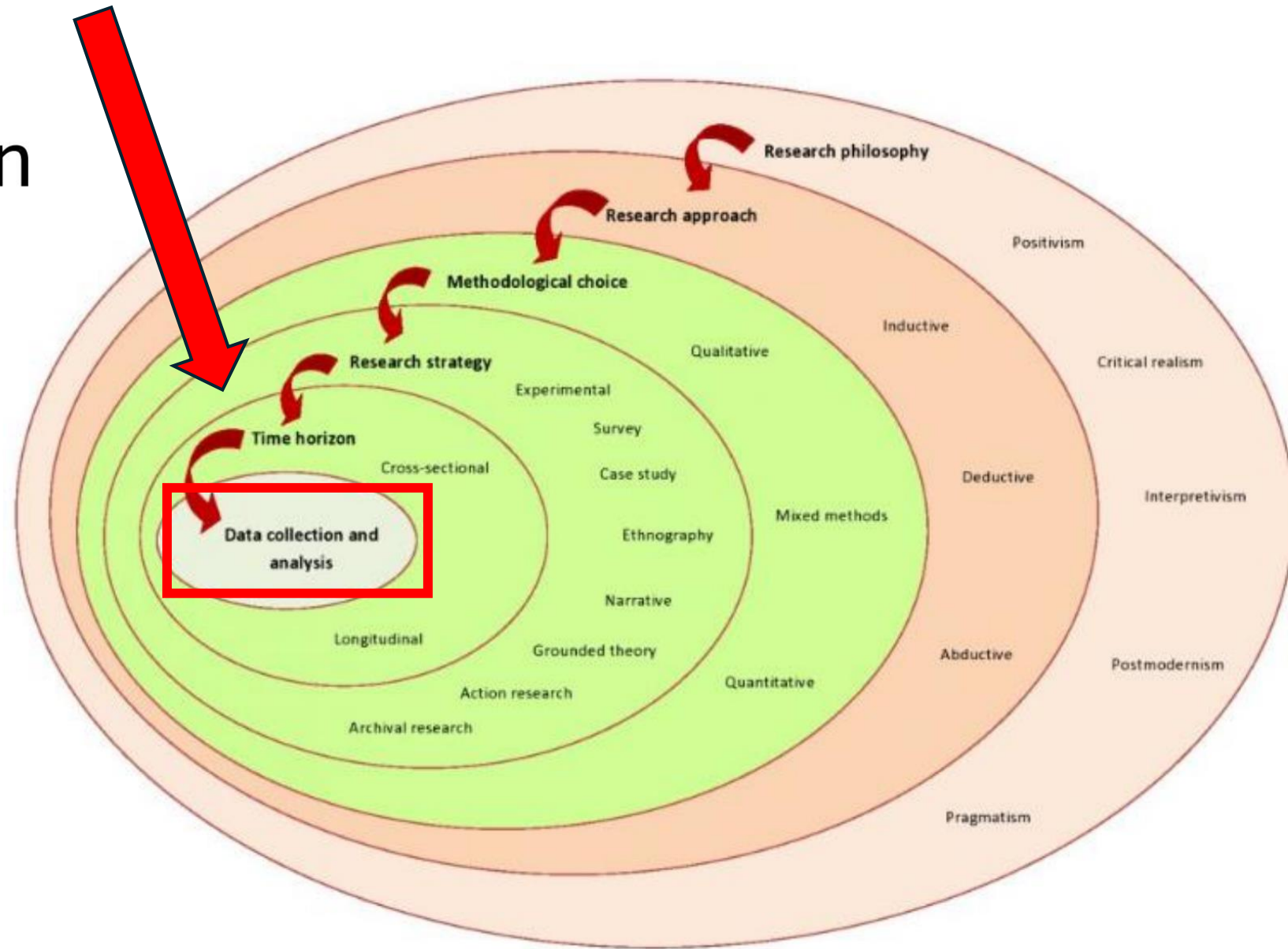


The Research Onion

Start from the outside and peel each layer away until you reach the core.

These layers are broken up into six main areas:

- research philosophy;
- research approach;
- research methodology choices;
- research strategy;
- time horizons;
- data collection techniques and analysis.



(Saunders et al., 2007)

A blue grid with several colored pushpins (red, yellow, and purple) placed at various intersections. The text "Fact finding mission:" is overlaid in white. The background is a blue grid with lines converging towards the top center, creating a sense of depth. There are five pushpins in total: one red, one yellow, and three purple. The text is centered horizontally and slightly above the middle vertically.

Fact finding mission:

Room 1: Dave and Russell

Strategy1: Unstructured Interview
Strategy 2: Semi-structured Interview
Strategy 3: Structured Interview

Room 2: Laura, Kylie and Donna

Strategy 1: Participant Observation
Strategy 2: Non-participant observation

Room 3: Laurie, Katie and Steve

Strategy 1: Questionnaire
Strategy 2: Focus Group
Strategy 3: Group Interview

Presentations:



NVivo

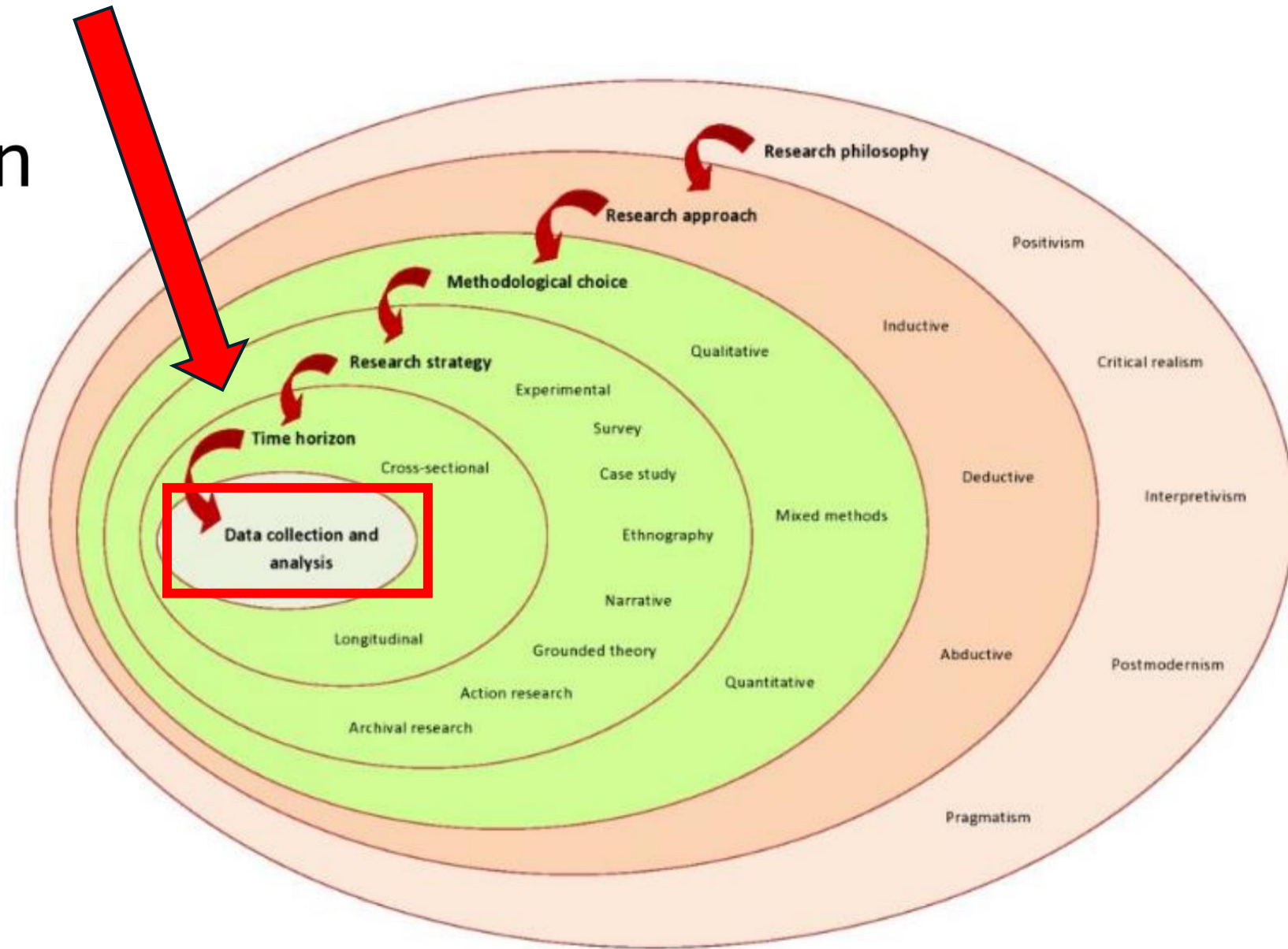
- Computer-assisted qualitative data analysis software
 - Code data
 - Sort codes/data into themes
- UWTSD Doctoral College webinars (none currently organised)
- Online tutorials available e.g.
https://www.youtube.com/watch?v=NwY_XXrpdI4&list=PLSOjmgd2Fg_looShtg4Qfrq-xFHg4nXhN

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(Saunders et al., 2007)

Fact finding mission:



Room 1: Dave and Russell

Discourse Analysis

Room 2: Laurie and Katie

Thematic Analysis

Room 3: Laura and Kylie

Document Analysis

Room 4: Steve and Donna

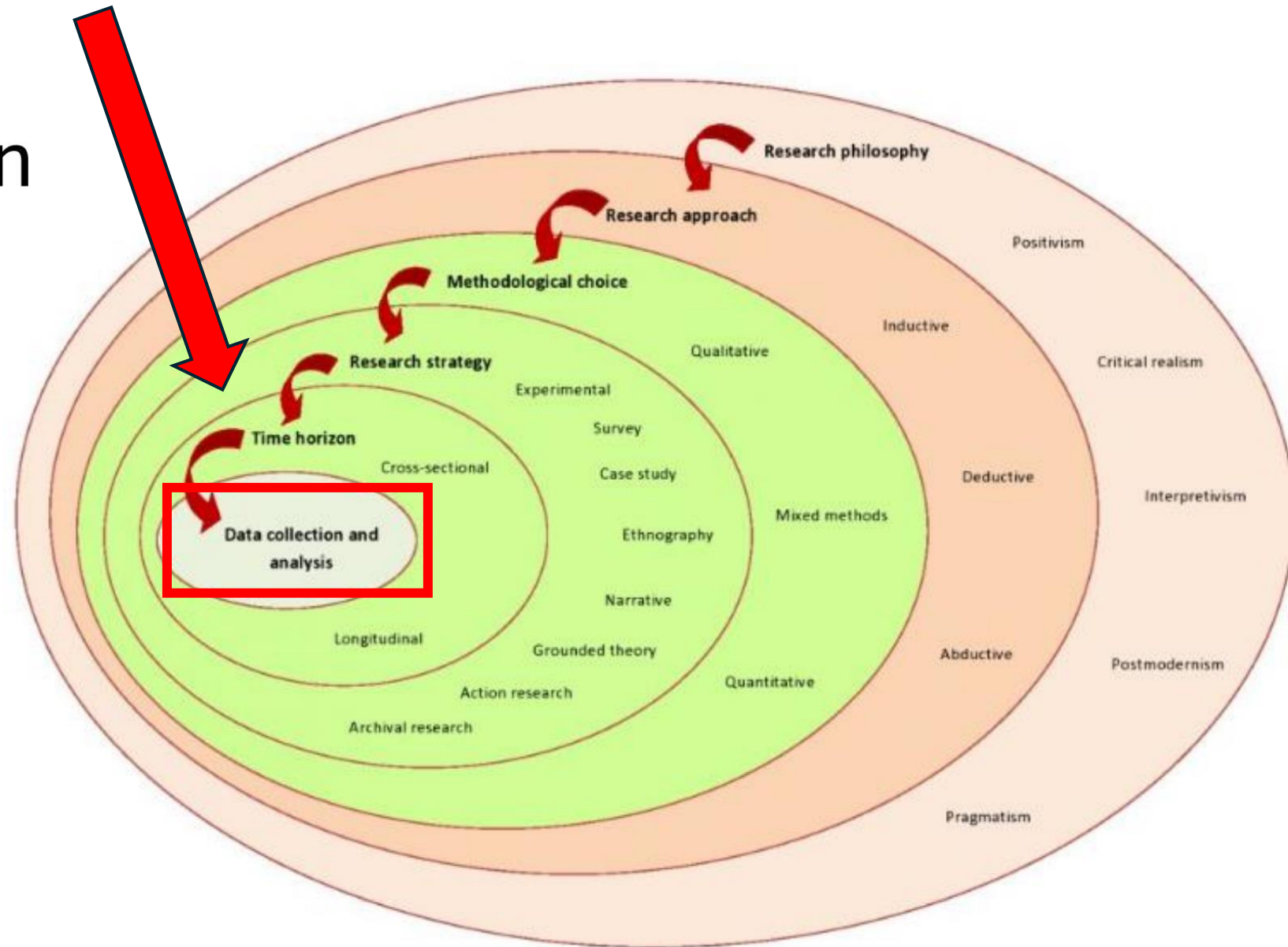
Content Analysis

The Research Onion

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(Saunders et al., 2007)



Homework task:

Prepare a ten-minute PowerPoint presentation, outlining the intended research design for your study. You will need to include:

- a rationale for your approach and justification for the choices that you have made
- Potential limitations
- Reference to relevant literature



Any questions?

A close-up photograph of a spiral-bound calendar. The calendar is open to a page showing the days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat) and dates. A white, irregularly shaped callout box is overlaid on the calendar, containing the text "Next Session: Saturday 22nd March 2025". The callout box has a wavy, torn-edge effect on its left side. The calendar dates visible include 1, 2, 4, 6, 11, 13, 18, 20, 24, 25, 27, 28, 29, 30, 5, 12, 19, and 26. The days of the week are abbreviated as Sun, Mon, Tue, Wed, Thu, Fri, and Sat. The text "Next Session:" is in a large, bold, black font, and "Saturday 22nd March 2025" is in a smaller, regular black font below it.

Next Session:

Saturday 22nd March 2025