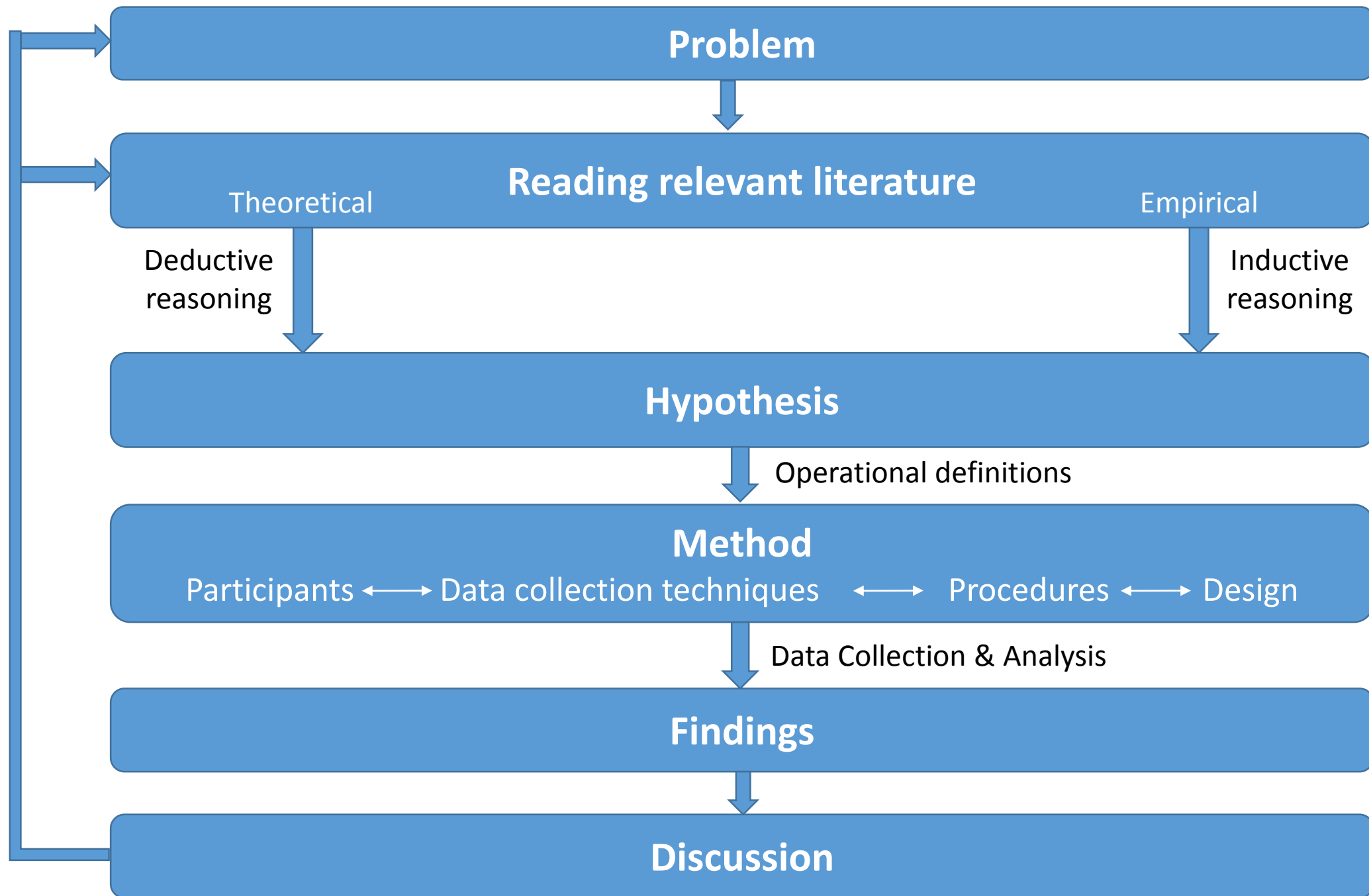


Selecting an Appropriate Research Strategy

Dylan Blain



(Thomas,
Nelson &
Silverman,
2015)

Aims

- Recap types of research questions
- Understand the importance of selecting appropriate research strategy
- Explore some common research strategies used in HNL & PE.

Terminology

- *Research Strategy* - “logical set of principles that informs the researcher in the process of planning, managing and implementing a single or collection of research methods based on one of more research designs”
- Research design – “Aspects relating to the structure or plan by which data collection can occur”
- Research method – “execution of the project (incorporating implementation of instruments, techniques and procedures used to collect data”

Smith (2010: 22)

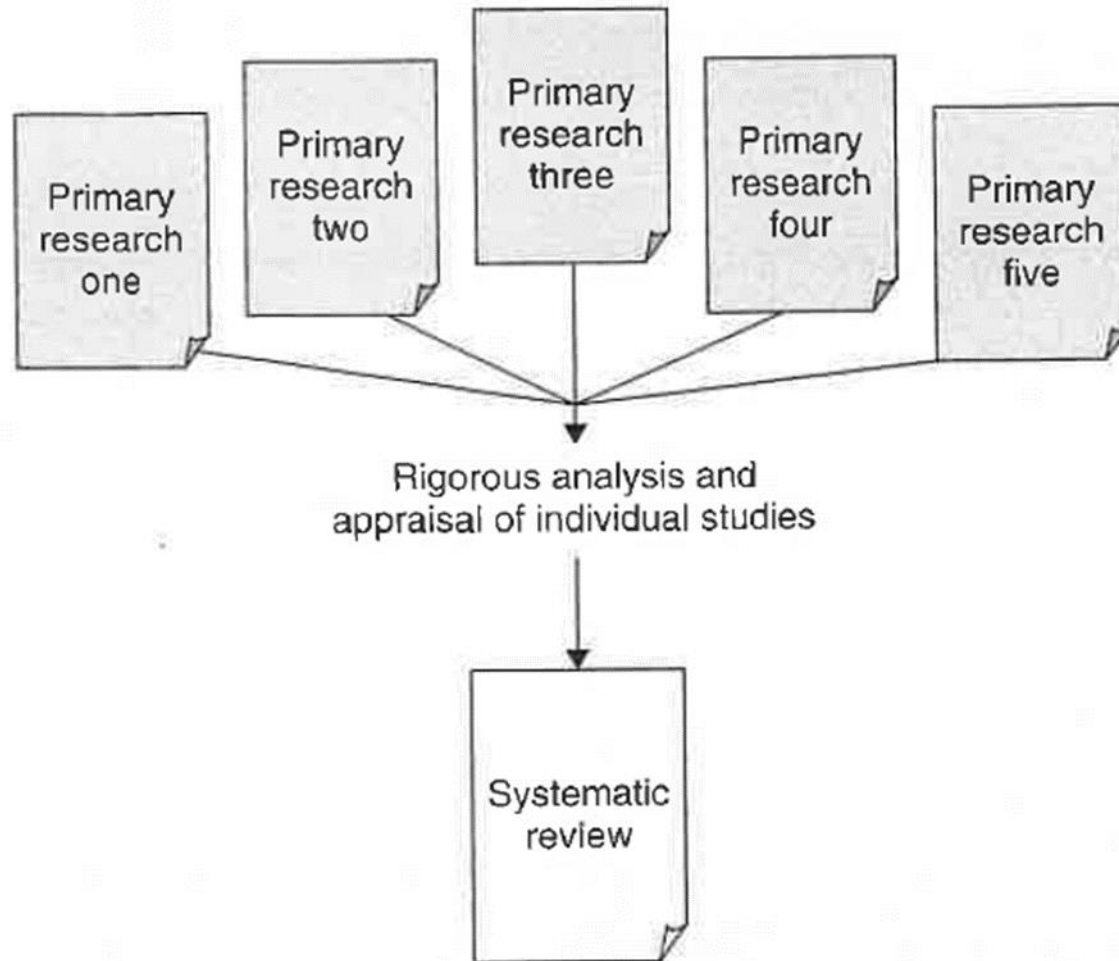
Research Question(s) & Research Strategy

- Solid research strategy ensures a logical framework that fits the research question is followed (Smith, 2010)
- Important to link research question to appropriate research strategy (don't let the tail wag the dog!)
 - Research question dictates the research strategy
- However we need an understanding of some research strategies to be able to select the most appropriate for answering our question(s).

Common Research Strategies

- Systematic literature review research
- Experimental research
- Correlational research
- Survey research
- Observational research
- Case study research
- Ethnographic research

Systematic literature review research



Experimental research

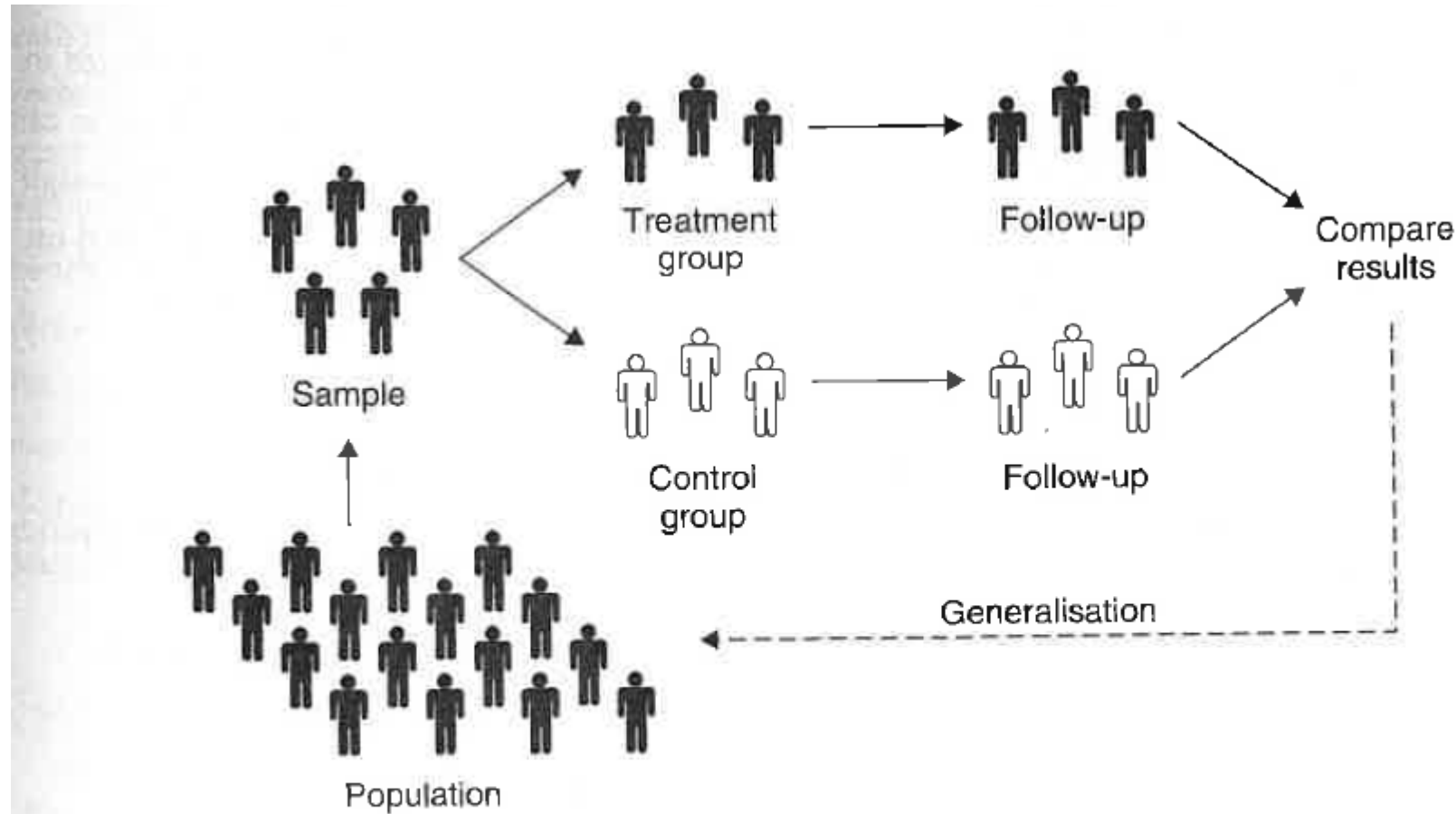
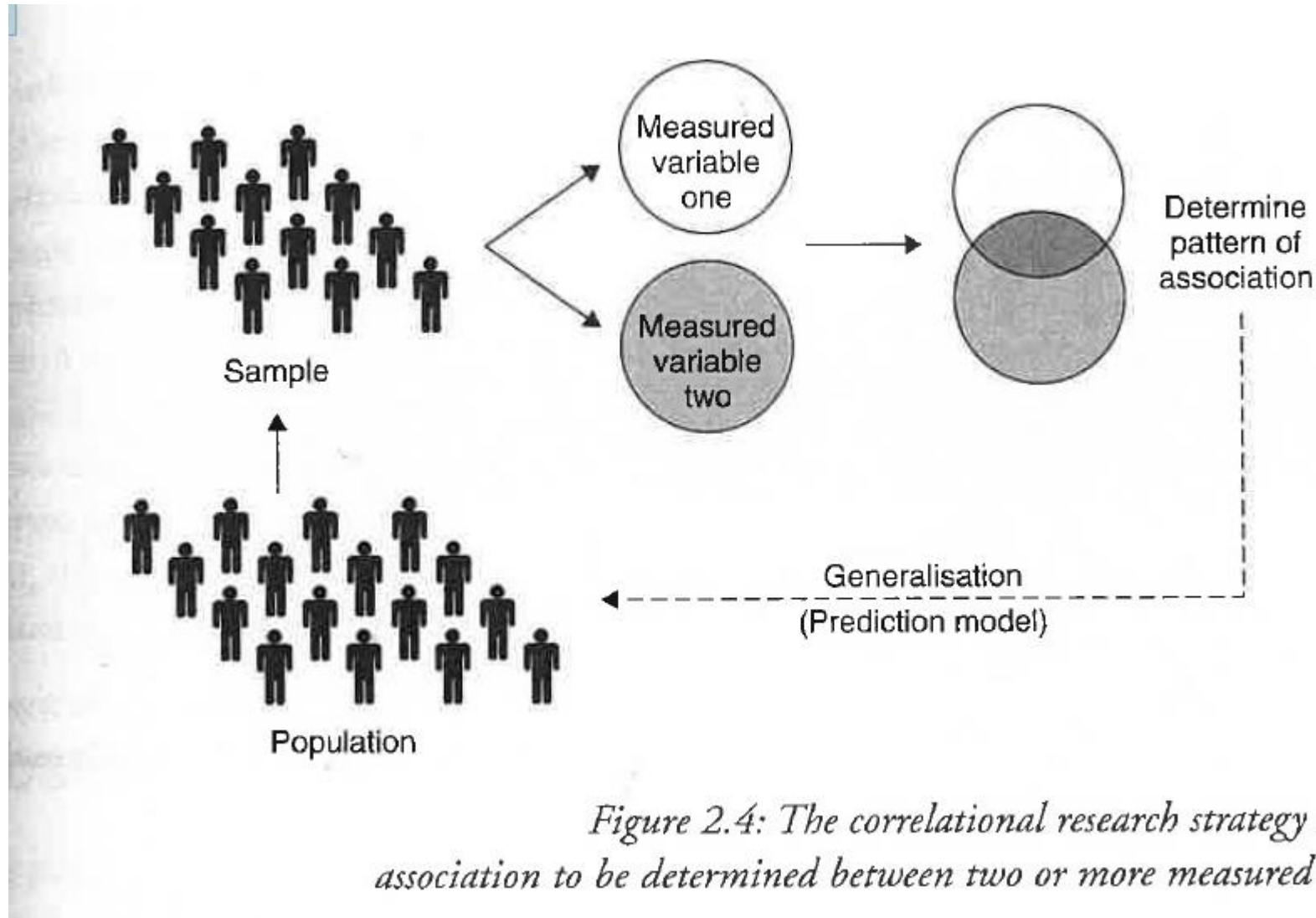


Figure 2.3: The experimental research strategy, as illustrated below with a between-group pre-post test design, establishes causality through the manipulation and control of variables.

Correlational research



Survey research

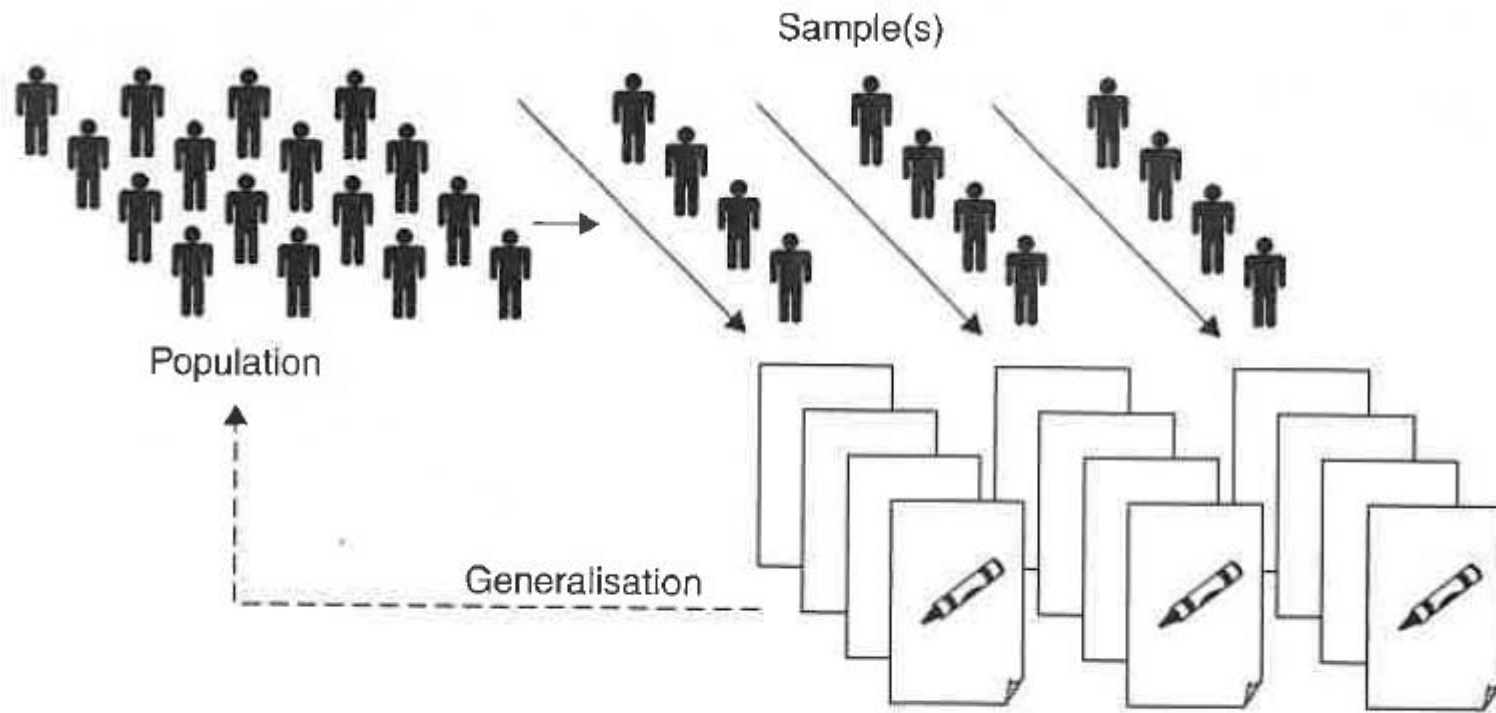


Figure 2.5: The survey research strategy allows for the collection of data from a large number of cases using methods such as questionnaires.

Observational research

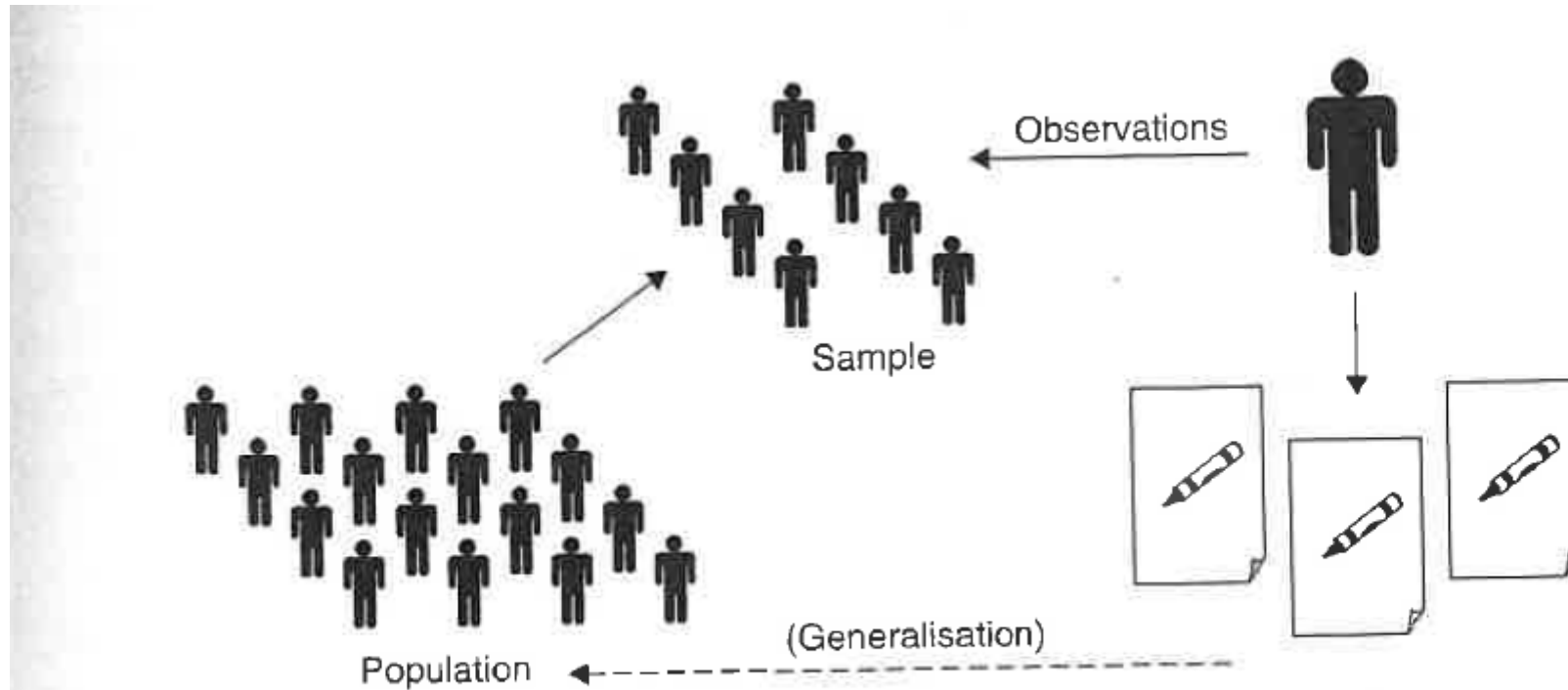


Figure 2.6: The observational research strategy provides a framework to observe behaviour to understand individual and group dynamics within a changing real-world setting.

Case study research

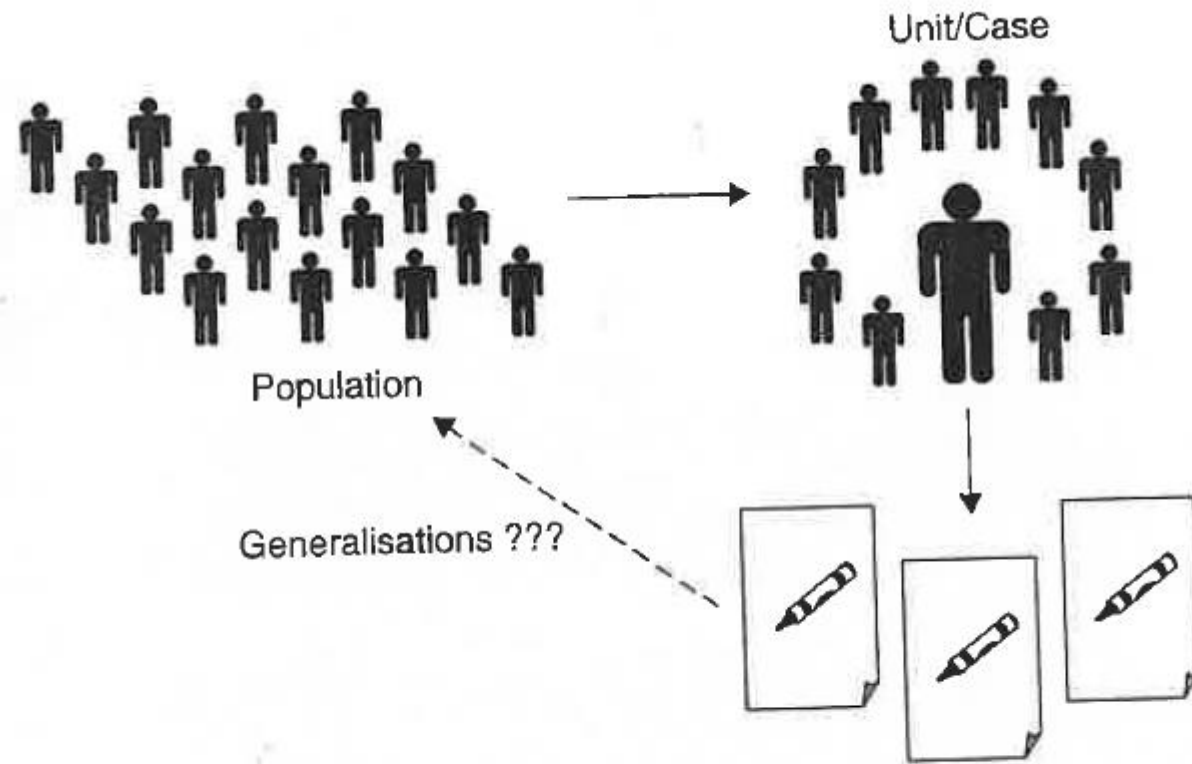


Figure 2.7: The case study research strategy involves collecting data, generally from only one or a small number of cases to provide insight into particular situations and/or experiences.

Ethnographic research

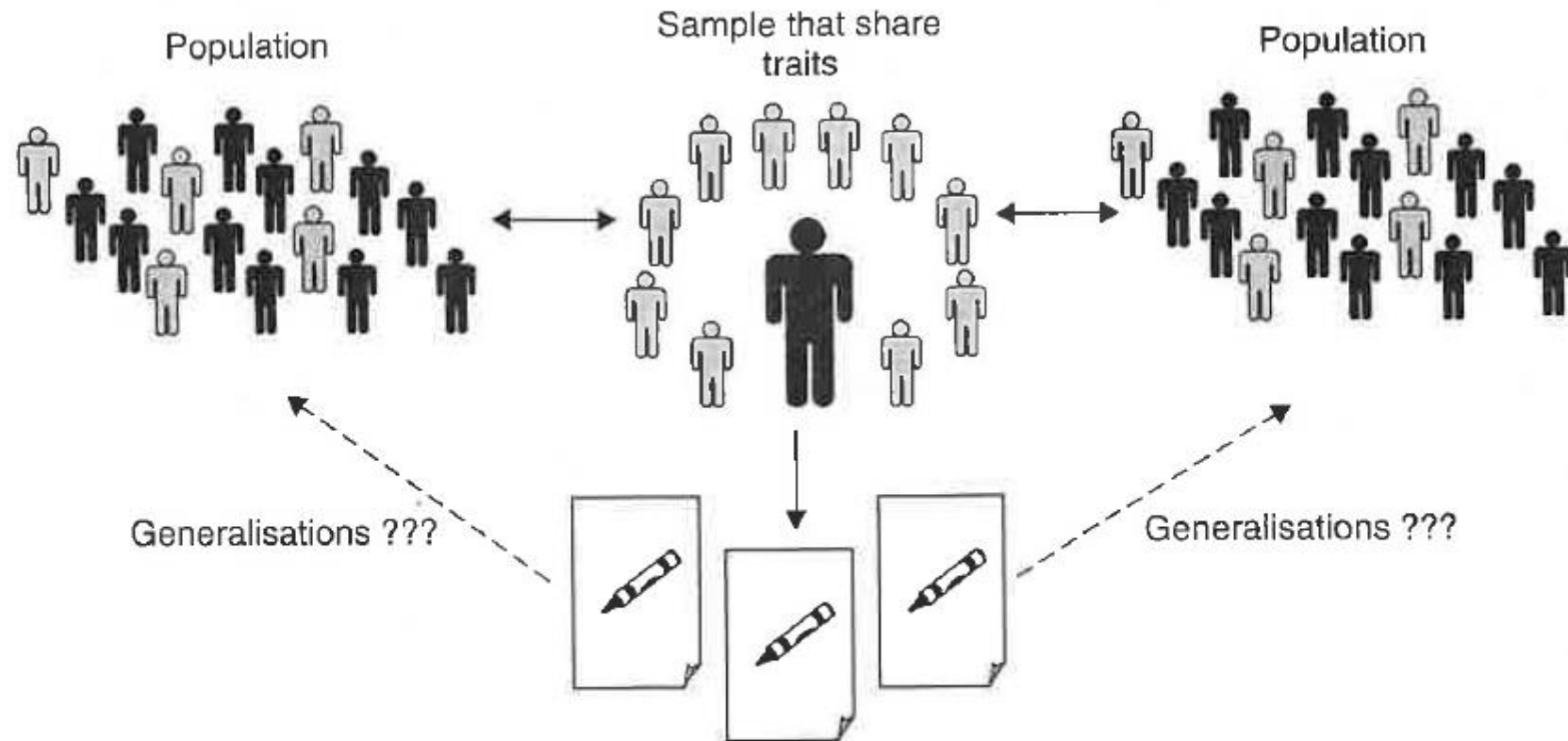


Figure 2.8: The ethnographic research strategy attempts to collect information from an insider's perspective and make sense of the data from an external social science perspective.

References

Smith, M. F. (2010). *Research methods in sport*. London: Sage.

Thomas, J. R., Nelson, J. K. & Silverman, S. J. (2015) *Research methods in physical activity*. Champaign, IL: Human Kinetics.