

BMPF 7005/6: Work-based Research

Overview of the day:

Research Methods; Philosophical Background to research; Ethics

Dr Christine Davies

Introductions!



Aims for today

1. Provide an overview of the module and assessment.
2. Explore Research methodologies and methods in relation to work-based learning
3. Consider philosophical background to research
4. Brief overview of ethics & insider research

MODULE AIM: BMPF7005 (15 credits)

- To develop critical awareness of the key issues in undertaking research in work-based settings.

[NB: this module is not the same of the 'Work-Based Research Project'!]

MODULE AIMS: BMPF7006 (20 credits)

- To develop critical awareness of the key issues in undertaking research in work-based settings.
- To prepare learners to critically analyse research data.

MODULE LEARNING OUTCOMES

- critically evaluate a range of methodological approaches, research designs, and research methods appropriate to gather data from complex work-based settings, with due consideration to research ethics and issues of insider research;
- critically analyse, explain, and draw conclusions from relevant data from a work-based setting. [**BMPF7006 only**]

ASSESSMENT: BMPF7005 (15 CREDITS)

- **Coursework – L7: 4500** words or equivalent

- **Assessment Component 1:**

Provide a critical evaluation of a range of methodological approaches, research designs, and research methods appropriate to gather data from complex work-based settings, with due consideration to research ethics and issues of insider research

Details on Moodle

ASSESSMENT: BMPF7006 (20 CREDITS)

- **Coursework – L7: 6000** words or equivalent
- **Assessment Component 1:** provide a critical evaluation of a range of methodological approaches, research designs, and research methods appropriate to gather data from complex work-based settings, with due consideration to research ethics and issues of insider research (50%; **3000** words)
- **Assessment Component 2:** critically analyse, explain, and draw conclusions from data obtained from a work-based setting. (50%; **3000** words)

Details on Moodle

BMPF7006 *only*: day 2

- Overview of use of MS Excel
- Analysis of data (descriptive)
- 14th May (?), Carmarthen
- Please bring lap-top

Your experiences of research

Do you have any previous experience of being involved in any research, either as a participant or researcher?

- Where?
- When?
- What?
- How?
- Why?

‘Research’ in this module

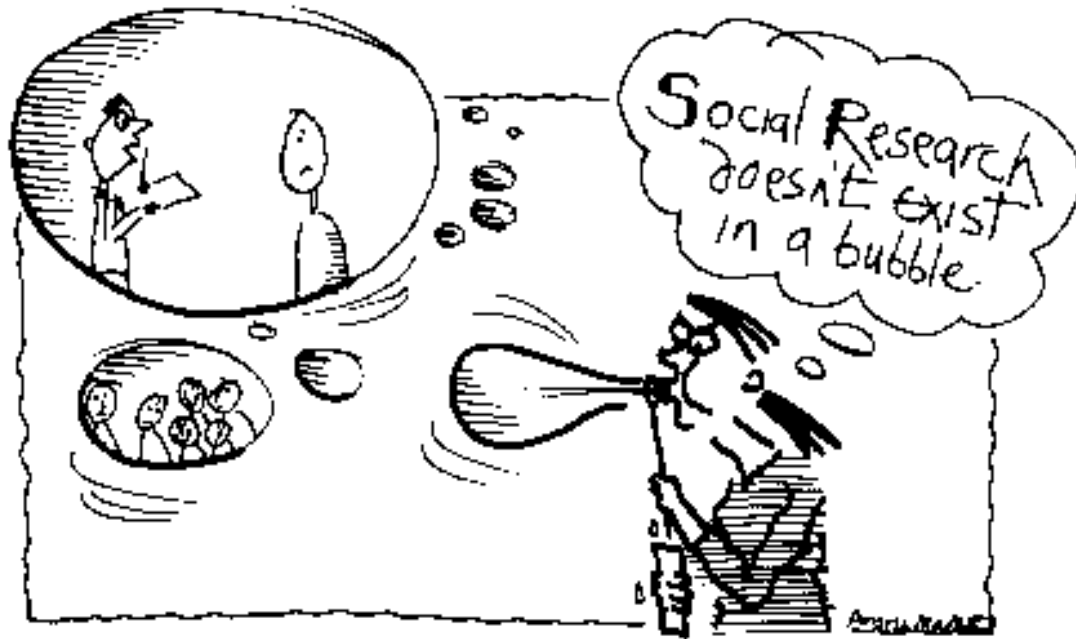
- Our focus is on **primary research**: ie. research that generates **new** information or ‘data’
- This is not the same as **Secondary research**, which involves finding information/data produced elsewhere (this is important, but not the focus of this module)

Data

- All research methods generate knowledge/ information or '**data**' (NB: plural word)
- **Primary (empirical) data**: data newly-generated by research(directly observed/recorded by researcher)
- **Secondary data**: data generated in the past/ by someone else
- **Quantitative data**: numbers, measurements etc
- **Qualitative data**: non-numerical data in a variety of forms, e.g. text, video, pictures

Real world enquiry

‘Social research does not exist in a bubble’
(Bryman 2001)



Research Methods

Possible research methods

QUALITATIVE

surveys

interviews

Focus group

experiment

measuring

QUANTITATIVE

observation

Some Research methods

Qualitative

- Interview
- Dialogue /Narrative
- Focus group
- Observation
- Case study
- Action research
- Diary/ log

Quantitative

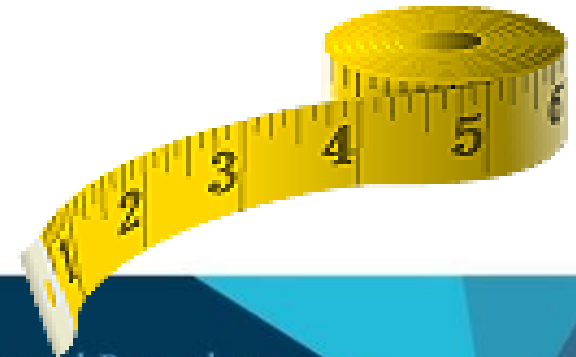
- survey
- Structured interview
- measuring
- Experiment
- Content analysis

More on **quantitative** methods



Measuring

- **Variables** such as height, weight, number, time are straightforward to measure
- Other variables might be **concepts** (eg. 'self esteem'; 'happiness'; 'satisfaction')- harder to measure
- Use '**indicator**' such as **Likert Scale**



Experiment



- There is an experimental group (randomly assigned) in which a variable (**independent variable**) is manipulated, and **dependent variable(s)** measured
- There is a **control** group in which there is no manipulation
- Researchers need to be aware of **confounding variables/ experimental artefact**

Surveys

- Use of questionnaires/interviews in *large* groups
- Generally relate to quantitative methodological approaches
- an important method in social sciences research
- Could be administered online, by post
- Often generate large amounts of data

Have you encountered any form of surveys?



Questionnaires

- **Self-completion questionnaire:** a series of questions that individuals complete themselves
- Questions may be '**open**' (any answer; could therefore have qualitative approach) or '**closed**' (involving specific options- eg. Likert Scale; approach more quantitative)
- **Structured interview:** interviewer asks specific questions

What are the pros and cons of 'self-completion' versus 'interview'?



Activity

See example of questionnaire

What do you think of this questionnaire?
How does it differ from others you may have seen?
What sort of questions and approach might you utilise if
you had to undertake a survey?



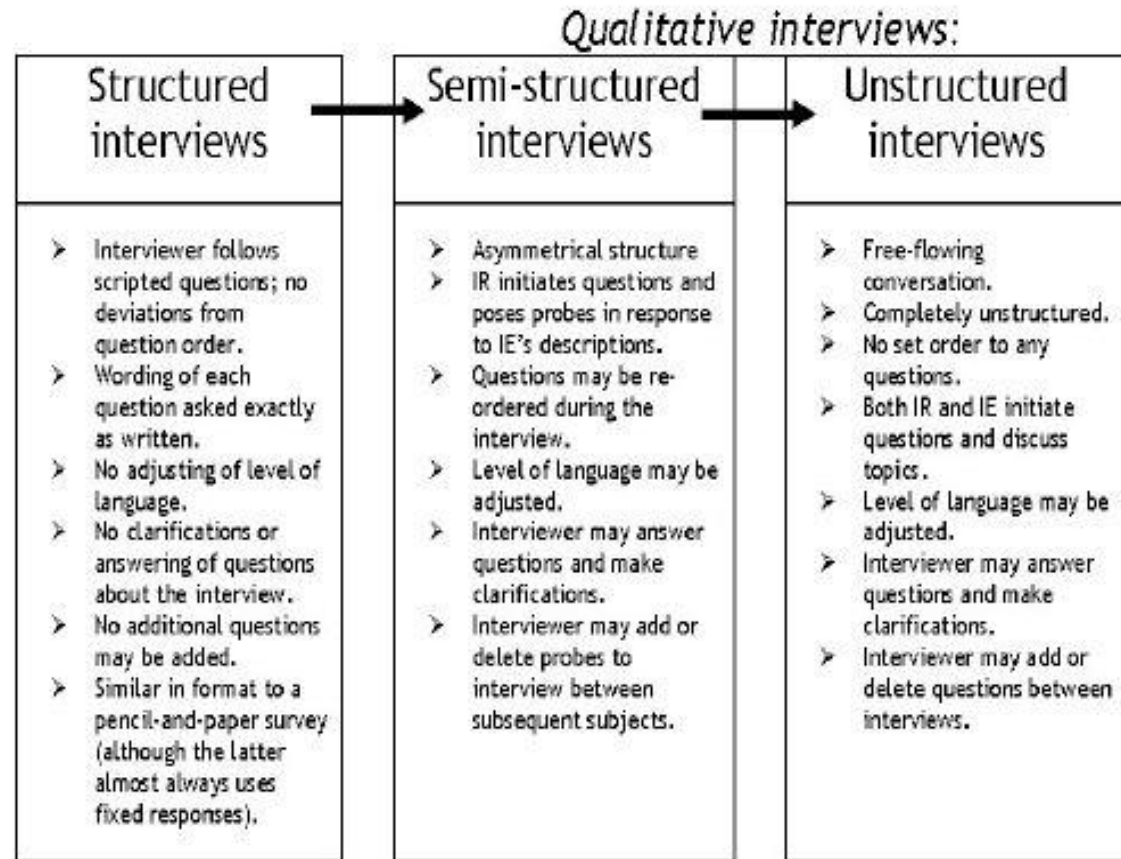
More on **qualitative** research methods



Interviews

Interview:
researcher asks questions to individual: open questions provide richer feedback/ explanations. May be recorded

What's the difference between an interview and a dialogue?



IR = Interviewer; IE = Interviewee

Table adapted from Berg, B. L. (2004). *Qualitative Research Methods for the Social Sciences* (5th ed., p.79) Boston: Pearson.

Example of interview transcript



- **focus groups:** researcher provides discussion points for group to discuss. May be recorded
- **Pros & cons?**



- **Observing** what people do (ethnography)

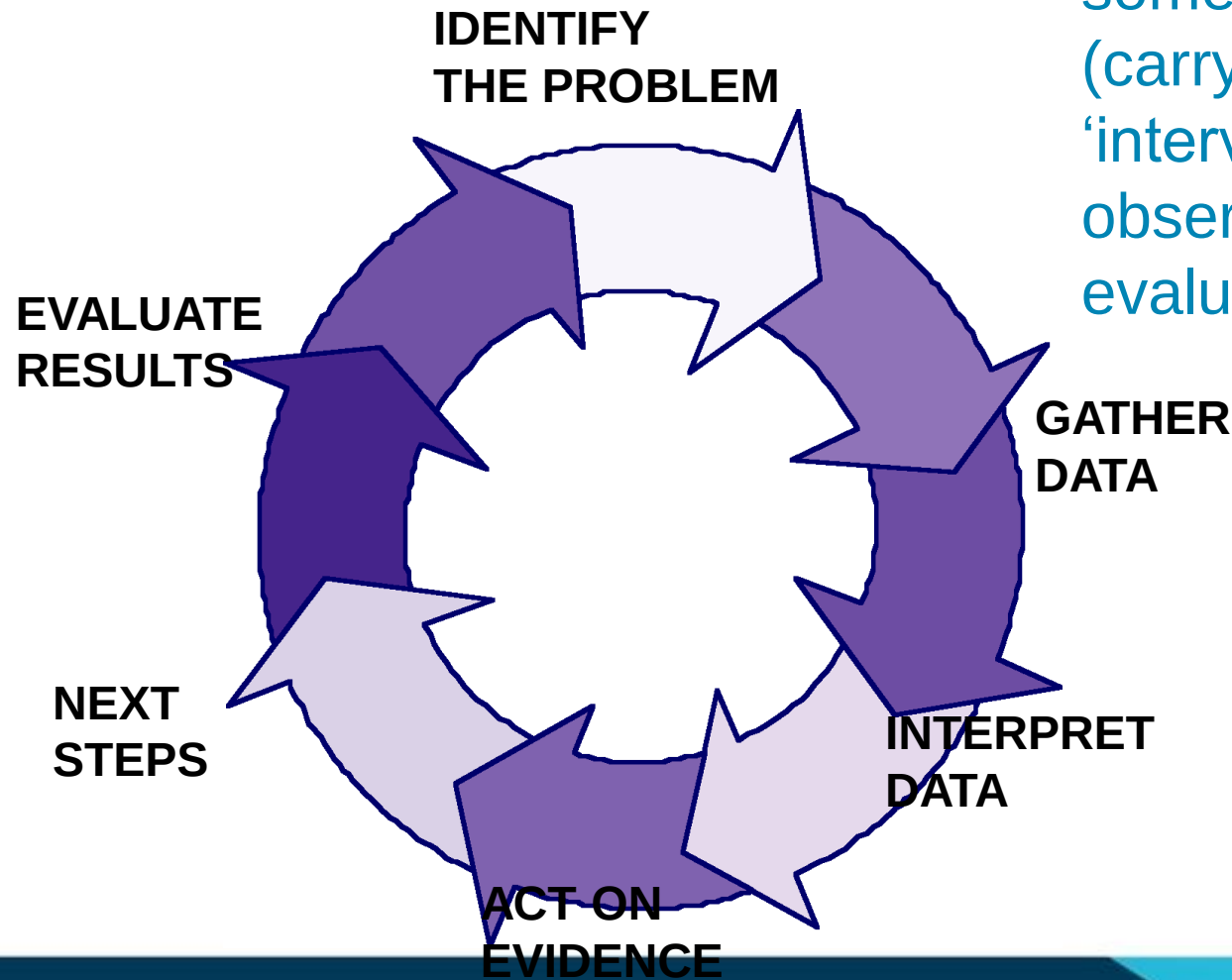


- **Case Studies:** all material relating to a specific case



Action Research

Action Research:
changing
something
(carrying out an
'intervention'),
observing &
evaluating impact



Activity

Complete hand-out



Reminder: Some Research methods

Qualitative

- Interview
- Dialogue /Narrative
- Focus group
- Observation
- Case study
- Action research
- Diary/ log

Quantitative

- Survey
- measuring
- Structured interview
- Experiment
- Content analysis

What is the difference between ‘method’ and ‘methodology’?

Methodology

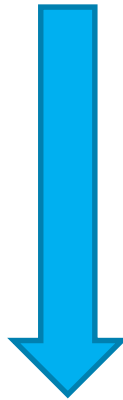
- o The theoretical framework that outlines the rules to follow in a study . The two main types are **qualitative** and **quantitative**.

Method

- o The actual tools/steps taken by which you conduct research into a subject or a topic. There are many different methods to choose from

Methodology influences the research methods selected

Methodology



Methods

Two main methodologies

Quantitative	Qualitative
Data focuses on 'quantities' (numerical), eg. measurements of height, time; numbers of people, etc	Data collected have 'qualities' that are predominantly not numerical eg. narrative, observation, video, case studies
Approach tends to look for cause and effect; testing theory ('deductive')	Approach tends to look for meaning, experience; developing theory ('inductive')

Research Design

What is involved in a research design?

This incorporates methodology and methods, and gives the overall plan of the research

What?

Who?

How?

When?

Where?

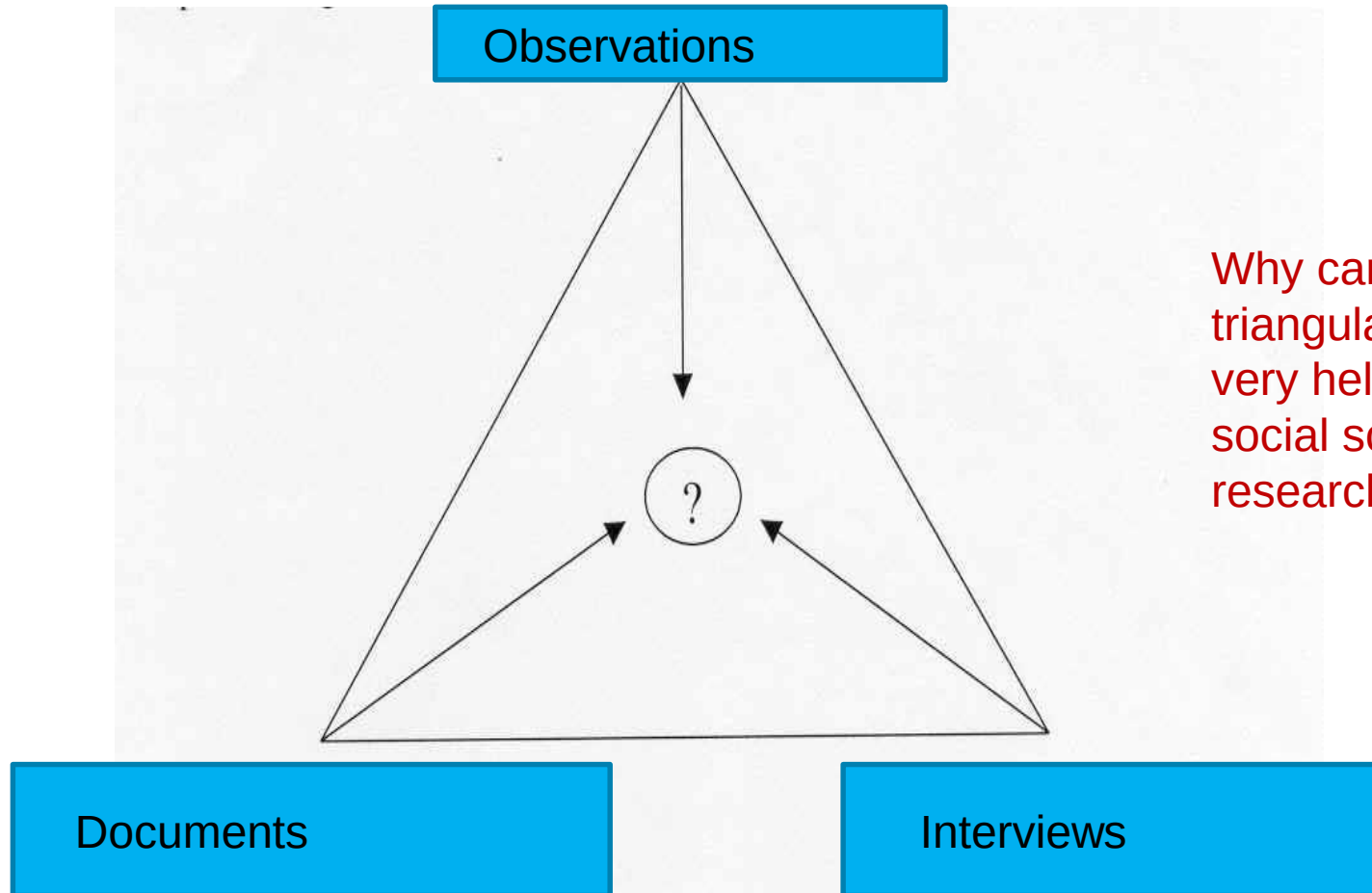
Some key research designs

Research Design	What's involved?	Example?
Case study		
Experiment		
Action research		
Mixed methodologies		

Mixed Methodologies design

- Some researchers will use *either* qualitative or quantitative methodology
- Some researchers will use '**Mixed Methodologies**' (or 'mixed methods'), ie. using methods of each type
- The selected approach needs to be carefully justified

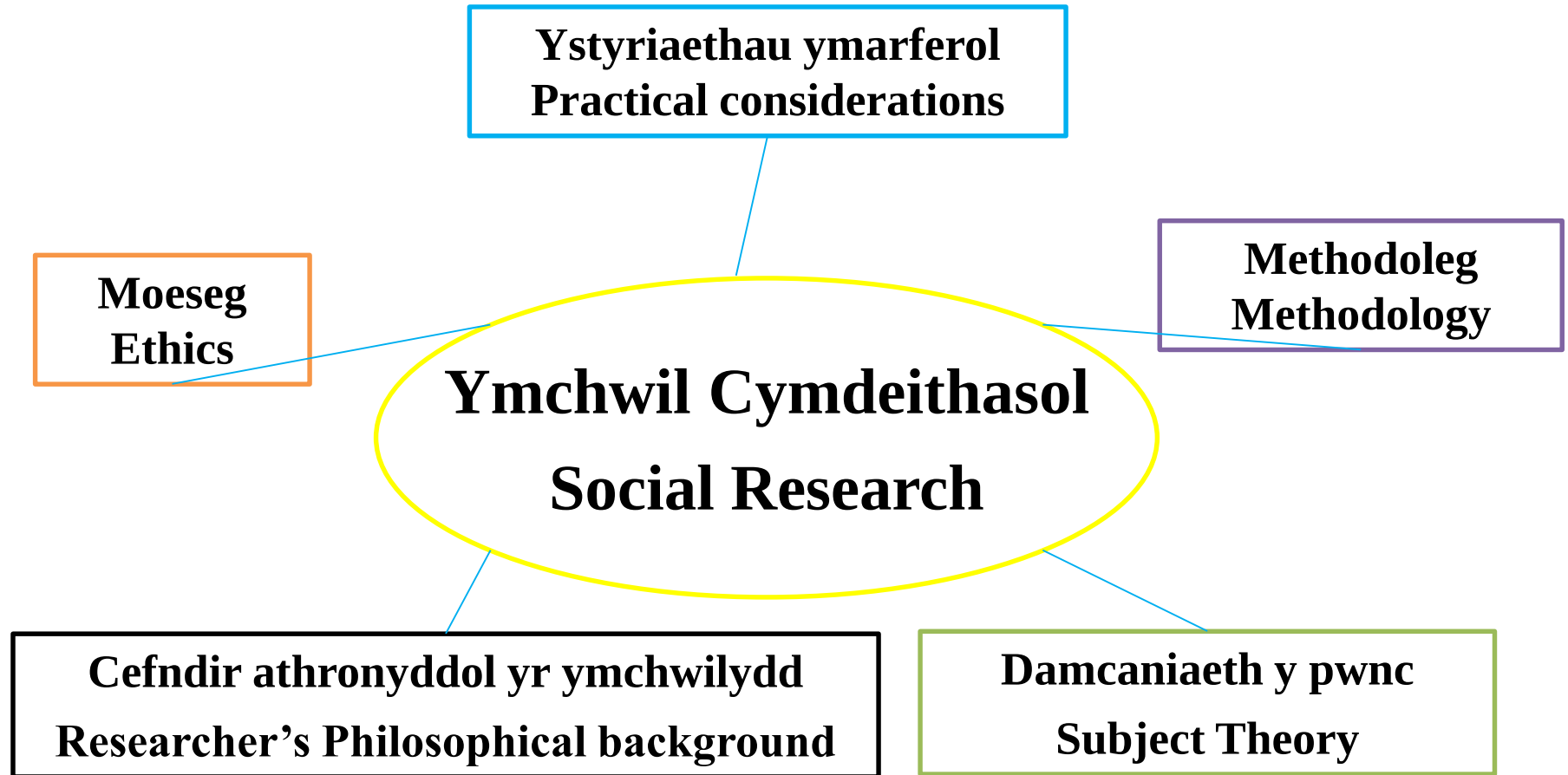
Triangulation



Why can triangulation be very helpful in social sciences research?

Philosophical Background to research

Research design is influenced by several factors:

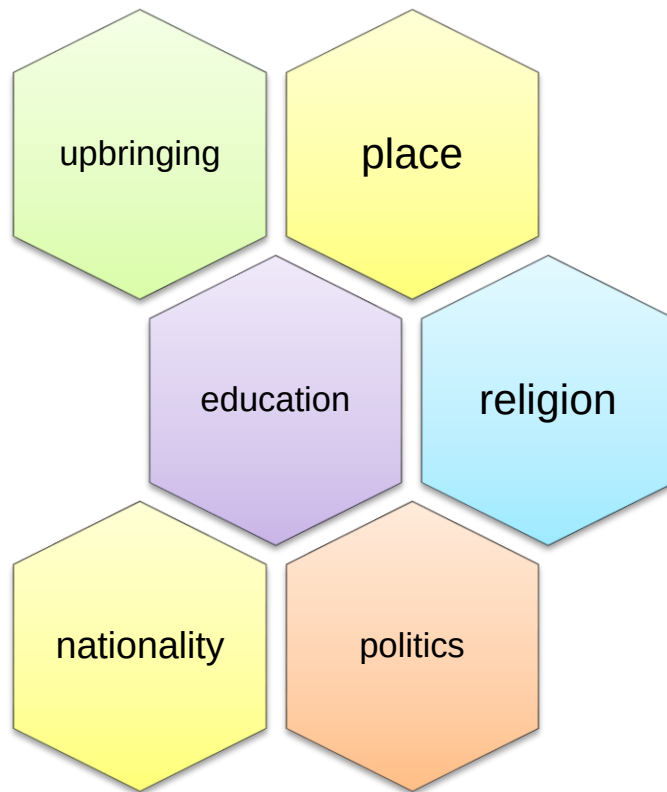


If you were asked to undertake an academic study on crime in a block of flats, how would you approach the research?



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The way you approach research depends on your point of view



- We also need to acknowledge what we consider to be 'real'
- We need to recognise what we consider to be 'worthy' knowledge, and how to obtain it

- We also need to acknowledge what we consider to be 'real': This is:



- We need to recognise what we consider to be 'worthy' knowledge, and how to obtain it: This is:



More about 'Ontology'

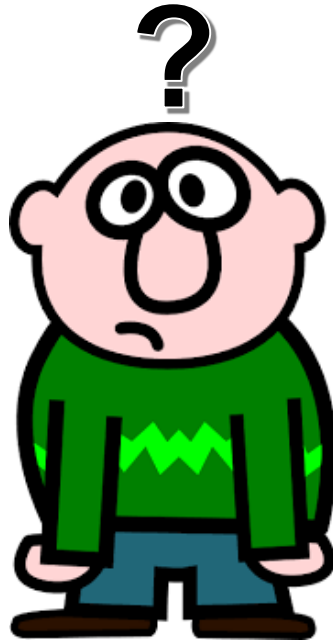
- The word 'Ontology' comes from the Greek (onto = being; logia = study)- i.e. it is the study of 'being' (branch of metaphysics)
- A person's 'ontology' is the answer to questions such as:
 - 'What is reality?'
 - 'What can be said to exist?'
 - 'What is a thing?'
 - 'What is existence?'

Two important ontological positions are:

Objectivism	Subjectivism
Reality is objective, and independent of other external /social factors	Reality is subjective, and cannot be considered independently of experience, viewpoints, social factors

More about 'Epistemology'

This relates to 'theory of knowledge' and what is regarded as valid knowledge and how it is created



Example: How could we find out how happy someone is?

- Counting how often the person smiles?
- Interpreting what the person says?
- Working out the ratio of time in and out of work?
- Asking them to complete a questionnaire?

Two important epistemological positions are:

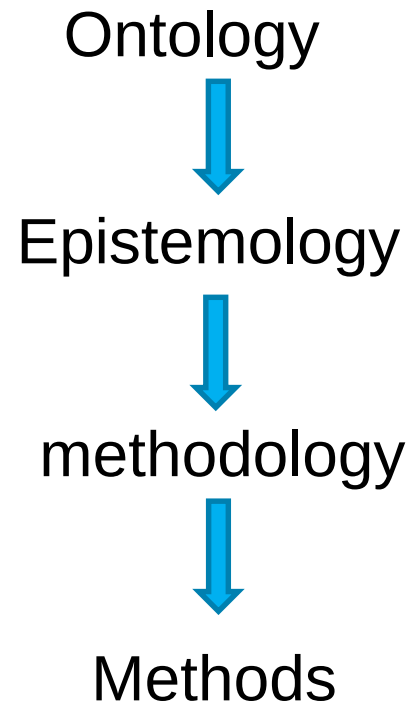
Positivism

there is a positive, objective reality that can be observed and measured using the senses following a scientific approach ('the scientist'!)

Interpretivism

people and their institutions are fundamentally different from the natural sciences, and they need to be understood and interpreted ('the detective'!)

Ontology influences Epistemology, and both influence methodology

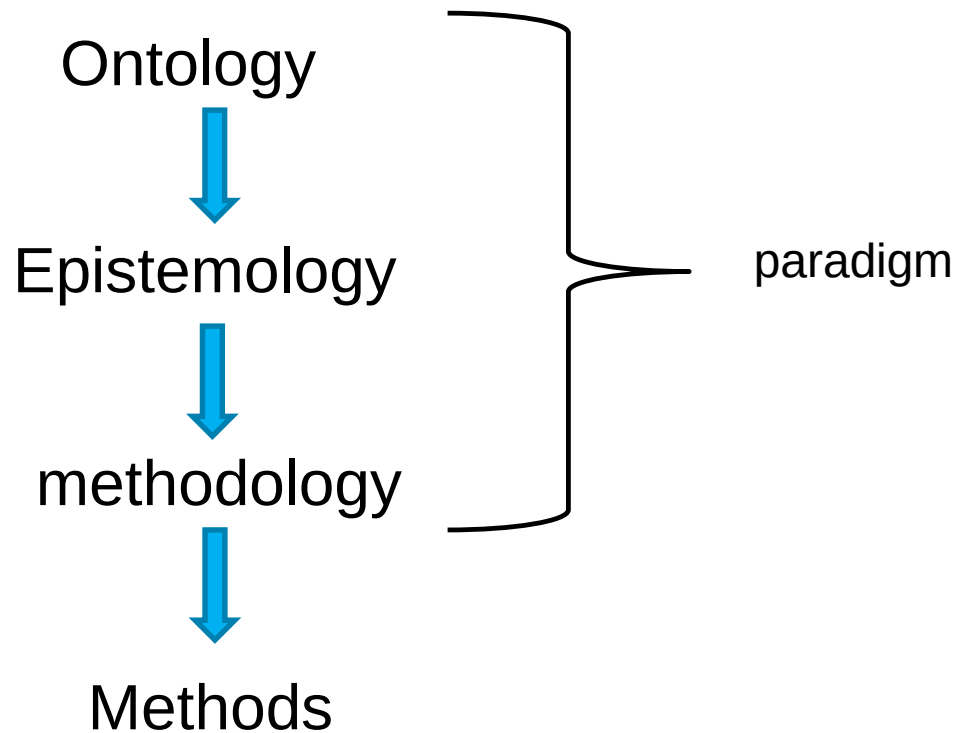


What is a 'research paradigm'?



- A viewpoint, or way of approaching, research
- A mix of ontology, epistemology, and methodology
- The paradigm influences the research methods selected

A researcher's 'paradigm' influences their research approach and methods



Key terms (and two parallel 'strands')

Ontology		
Epistemology		
Research methodology		
Research method		

What are the pros and cons of quantitative vs qualitative research?

Quantitative approaches	Qualitative approaches



Example 1

A 1990s study focussed on an estate in east London. According to official statistics, this estate experienced high levels of crime.

To investigate local people's perception of the situation, estate residents were identified as study participants, and were observed over periods of time. Semi-structured interviews were also carried out.

It was found that residents did not believe that they lived in a high crime area

- Which methods were used in this study?
- What type of methodology is evident?

Observations (ethnography)
and semi-structured
interviews;
Qualitative methodology

Example 2

The National Child Development Study is based on 17,000 children born in the UK in the week 3-9 March, 1958. Different types of data have been collected at intervals from these individuals, including physical and mental health, income and occupation. Data has been collected to date when individuals were of the following ages :

7, 11, 16, 23, 33, 41, 46.

What sort of data has been collected in this study, and what sort of methodologies used?

Quantitative & qualitative data;
Mixed methodologies (ie. both quantitative and qualitative methods)

Summary

- Research involves views, values, opinions (overall, a ‘paradigm’)
- These inform methodologies and methods
- What sort of paradigm, and research design, might you use in your own practice-based research?

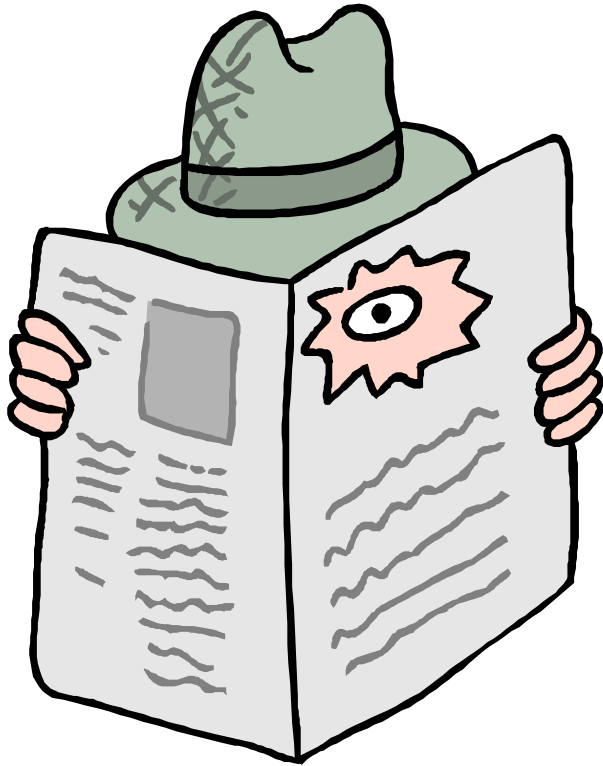
Research Methods – you tube video links

<http://www.youtube.com/watch?v=ddx9PshVWXI>

<http://www.youtube.com/watch?v=4oZAIUGFTOk>

Ethical issues

The Insider-Researcher



- What is an 'insider researcher'?
- What are the advantages and/or disadvantages of researching an organisation 'from the inside'?

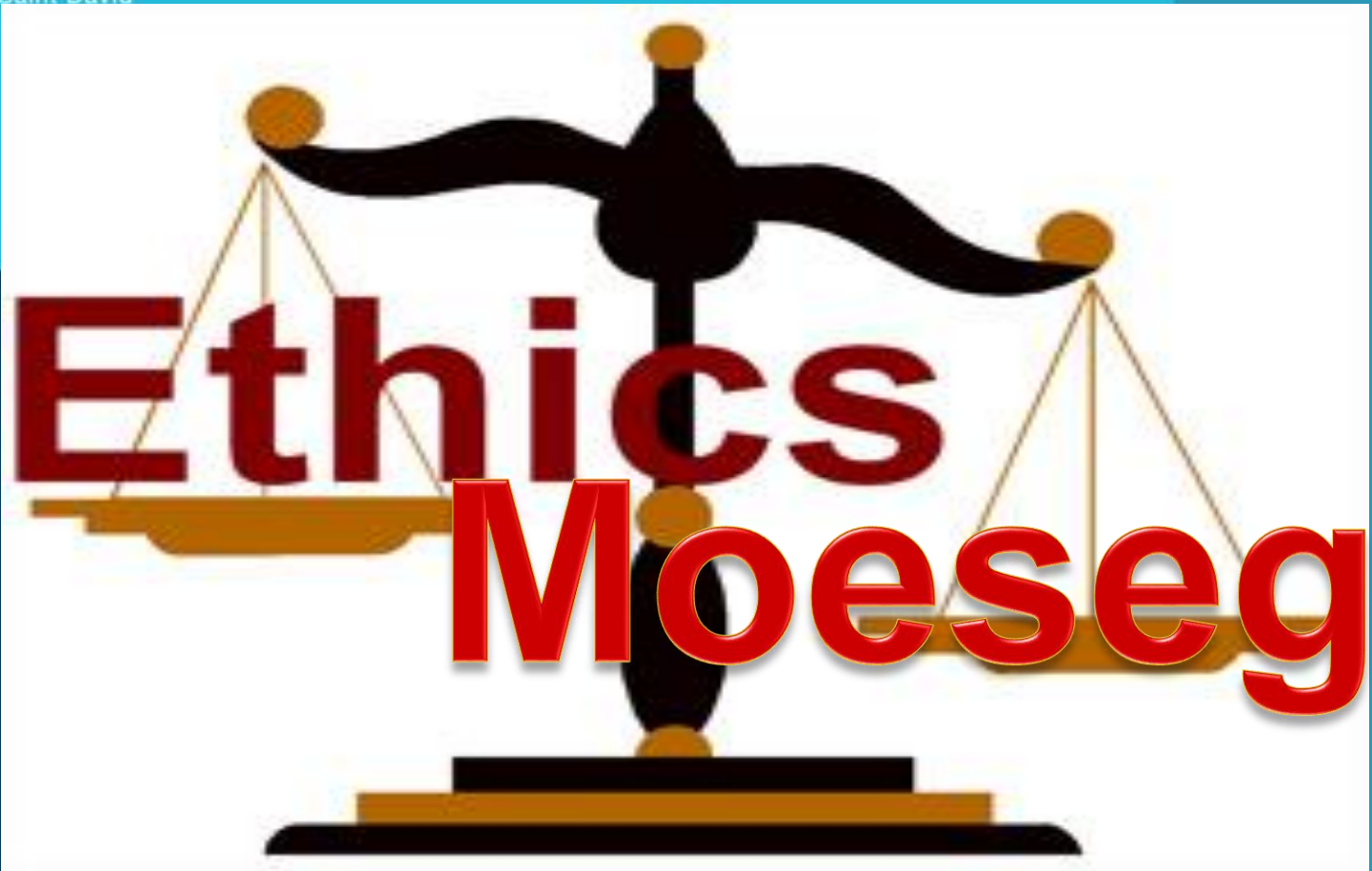
Activity

See hand-out





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Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



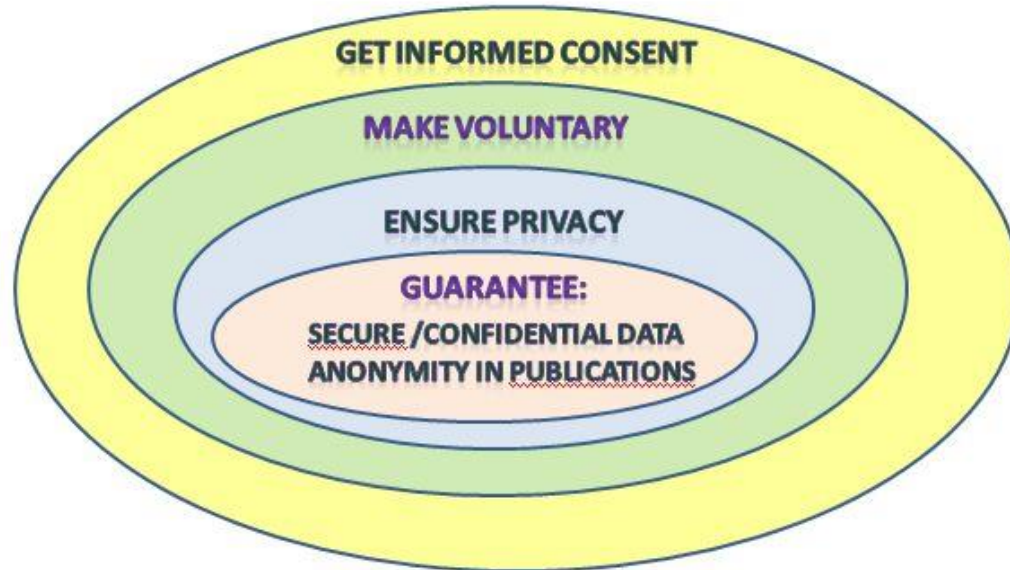
www.uwtsd.ac.uk



<http://www2.carleton.ca/psychology/ethics/>

Purpose of Research Ethics

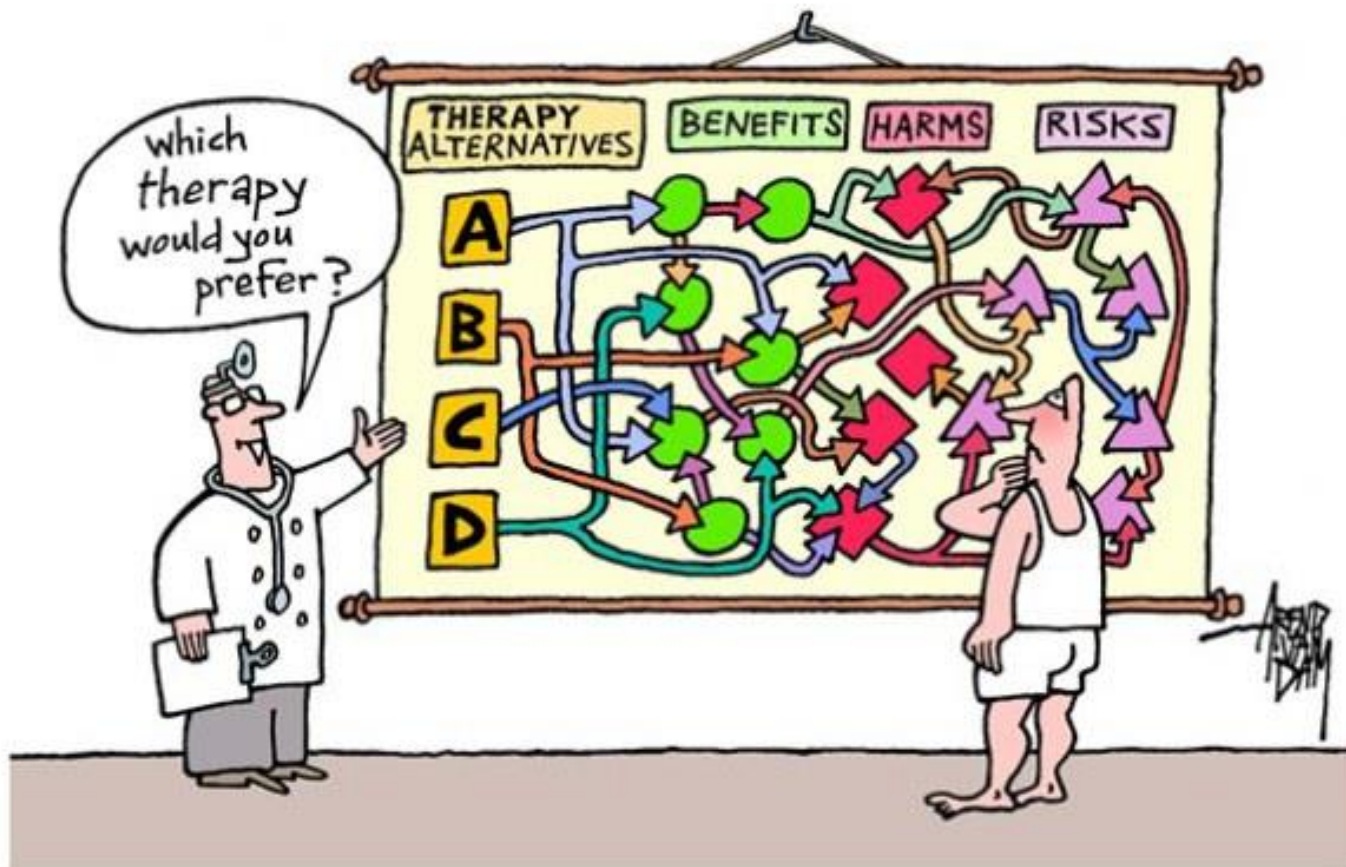
ENSURING NO HARM TO YOUR RESEARCH SUBJECTS (OR YOURSELF)



Can you think of any ethical issues associated with the research methods discussed earlier?



What are the ethical considerations linked to each of the following pictures?



informed consent

[Cartoon](#) from the Cagle Post by [Arend van Dam](#)



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Transforming Education; Transforming Lives



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Activity

- Complete Hand-out on Ethics 
- See also:
 - Additional Power point on ethics (Moodle)
 - Ethical Guidelines (Moodle)

Further module information

Resources

- Resources to support the module are available on **Moodle**.
- Some recommended reading (see further slides)
- UWTSD Library has a very good selection of research methodology / methods books available (including e-books).
- There are also some good resources available on-line

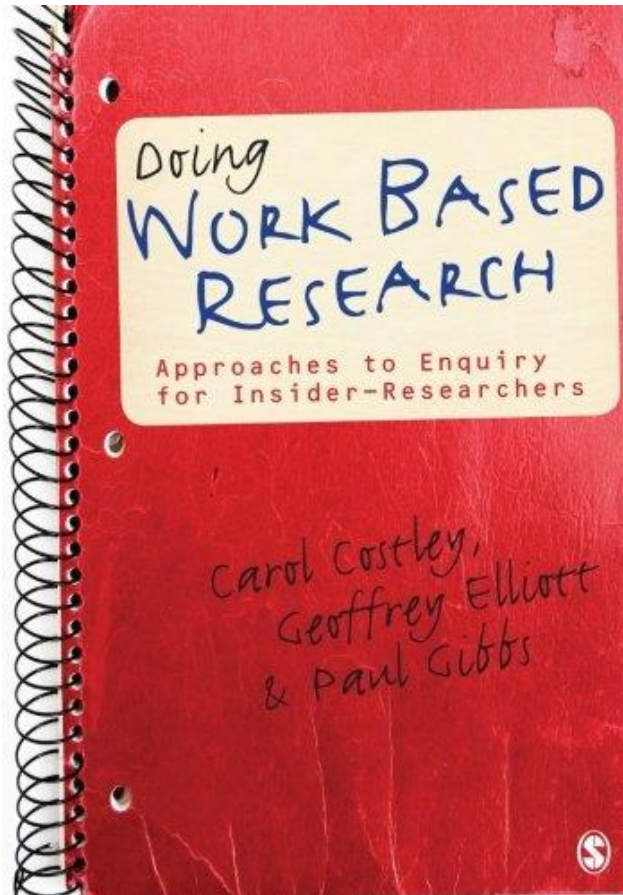
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The Library and Learning Resources service at the University of Wales Trinity Saint David supports all members of the University.



- [Costley](#), C., [Elliott](#), C. G., [Gibbs](#), P. (2010) *Doing Work Based Research: Approaches to Enquiry for Insider-Researchers*. London: Sage
- (eBook available)



The good research guide : for small-scale social research projects

Author: [Martyn Denscombe](#)

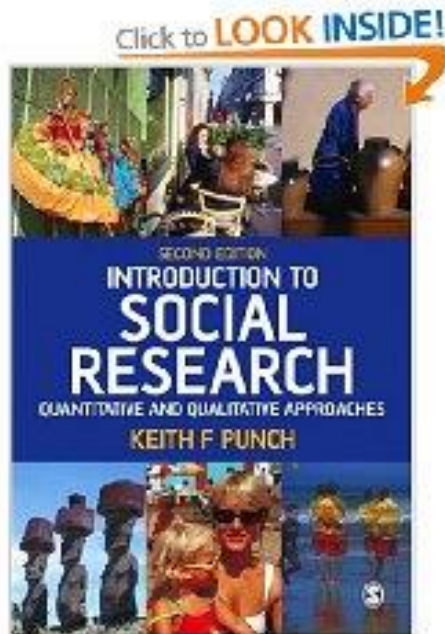
Publisher: Maidenhead : Open University Press, 2007.

Series: [Open UP study skills.](#)

Edition/Format:  eBook : Document : English : 3rd ed [View all editions and formats](#)

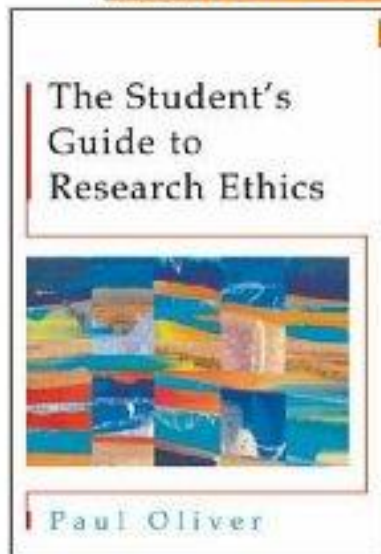
Database: WorldCat

Summary: Written for anyone undertaking a small-scale research project, either as part of an academic course or as part of their professional development, this book provides: an introduction to data collection methods and data analysis; explanations of the key decisions researchers need to take; and, essential checklists to guide good practice.



- o Punch K, *Introduction to Social Research Methods: Quantitative and Qualitative Approaches*, London: Sage, 2005.

Click to **LOOK INSIDE!**



- *Oliver P, (2003)The Students' Guide to Research Ethics, Buckingham: Open University Press.*

Aims for today

1. Provide an overview of the module and assessment.
2. Explore Research methodologies and methods in relation to work-based learning
3. Consider philosophical background to research
4. Brief overview of ethics & insider research

Summary of Day

- An introduction to the module and assessment
- research methods & methodologies
- philosophical background to research
- ethics & insider research

Timetable

To do	Date
Day 2 session (BMPF7006 ONLY)	
Submit 1 st draft of assignment for feedback	
Feedback	
Final submission deadline*	

*NB: it is not possible to provide extensions for deadlines

Discussion, Questions?



Contact Details

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