



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

Research Methods - Review

DSAW6075/DSAW7075 Research Methods for Work- based Learning

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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Housekeeping notes

- Moodle access?
- Paperwork completed?
- Submission dates
 - Draft, Assessment component 1
 - Draft, Assessment component 2
 - Final submission

Case Study

- Primarily a **research design**, but can also be used as a method within a larger research design. Involves looking in great depth and detail at a specific (small) instance, situation, event, location, etc. (often, but not always, with the intention of making wider principles)

Ex Post Facto Experimentation

- Experimentation that occurs ‘after the fact’ – after an event has taken place – and searches for cause and effect relationships for events based upon study of the preceding events.

Focus Group Discussion

- A type of group interview that relies heavily not just on the interaction between interviewer and interviewee(s) but also between interviewees themselves.

Questionnaire

- An instrument for collecting primarily **descriptive** information at a particular point in time.

Content Analysis

- Extracting numerical data from written content (e.g. how often do newspaper articles use the word 'millennial'? or how many times do customer service survey responses include words such as 'angry' or 'enraged'?)

Test

- A questionnaire specifically designed to gauge ability, knowledge, diagnosis, competence, etc.

Interview

- A planned (rather than naturally occurring) conversation between two people with a specific purpose

Diaries/Logs

- Systematic recording/logging/tracking of events as they occur (or immediately following)

Action Research

- Primarily a **research design**, but can also be used as a method within a larger research design. Follows a cycle of planning, acting, observing, and reflecting.

Measurement

- Identifying and/or extracting numerical data. Can apply to the straightforward (e.g. height, weight) as well as the complicated (e.g. satisfaction, happiness, well-being)

Observation

- Looking (often systematically) and noting (systematically) people, events, behaviours, settings, artefacts, routines, etc.

Role playing

- Using dramatic, creative situations to access and explore behaviour and responses to situations through briefing, acting, and debriefing.

Experiment

- An isolated, structured, and controlled situation designed to test certain variables and their interaction within situations.

Review your methods

- Cohen, L., Manion, L. and Morrison, K. (2011) *Research Methods in Education*. Abingdon: Routledge.
 - Part 3 (p. 217-374) and Part 4 (p. 375-534)
- Gill, J and Phil Johnson, (2012) *Research Methods for Managers*. (4th ed) London: Sage.
 - Part 2 (p. 69-184)
- Blaxter, L., Hughes, C. and Tight, M. (2010) *How to Research*. (4th ed) Maidenhead: Open University Press.
 - Chapter 3 (p. 54-98)
- Davies, M.B., (2007) *Doing a Successful Research Project - Using Qualitative and Quantitative Methods*. London: Palgrave.
 - Part 2 (p. 51-134) and Part 3 (p. 135-206)
- Gray, D. E. (2004). *Doing Research in the Real World*. London: Sage.
 - Part B (p. 65-184) and Part C (p. 185-282)
- Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research Methods for Business Students*. (5th ed) London: Pearson Education Ltd.
 - Chapters 9-11 (p. 288-413)
- Walliman, N. (2001) *Your Research Project: A step-by-step guide for the first-time researcher*. London: Sage
 - Chapter 7 (p. 268-333)