



Research Design

SEMESTER TWO

Aims

- ▶ To introduce the methodological approaches to research
- ▶ Research Questions
 - ▶ Types of research questions
- ▶ Case Selection Strategies
- ▶ Types of Data
- ▶ Qualitative vs Quantitative vs mixed, methods

Research Design

- ▶ What do we mean when we say “research design”?
- ▶ It is of central importance in the early days of research planning, but continues to be something to consider throughout the entire process.
- ▶ Where do researchers get their ideas?

Research Questions

- ▶ All research begins with a question or a set of questions that are deemed to be important. The answers won't be known, or at least not fully understood and so research needs to be undertaken.
- ▶ What types of research questions might there be?
- ▶ Researchers need to consider the importance of the research that they are proposing to develop, whether the questions they are developing are unanswered elsewhere. Also, what are the resources available to the researcher? Is the research viable?

Types of Research Questions

- ▶ Explore:
 - ▶ Descriptive Research Questions
 - ▶ Explanatory Research Questions
- ▶ Share your findings with the group

Case selection Strategies

- ▶ Individual Case study
- ▶ Surveys
- ▶ Experiment
- ▶ Any thoughts?

Types of Data

- ▶ Observation
- ▶ Interviewing
- ▶ Already available documents and artefacts

Qualitative, Quantitative, Mixed Methods

- ▶ What do we mean by this and what do you think the advantages and disadvantages are to each method?