

Research Proposal and Ethics Workshop

Lecture 6

Introduction to Research Design and Methodology

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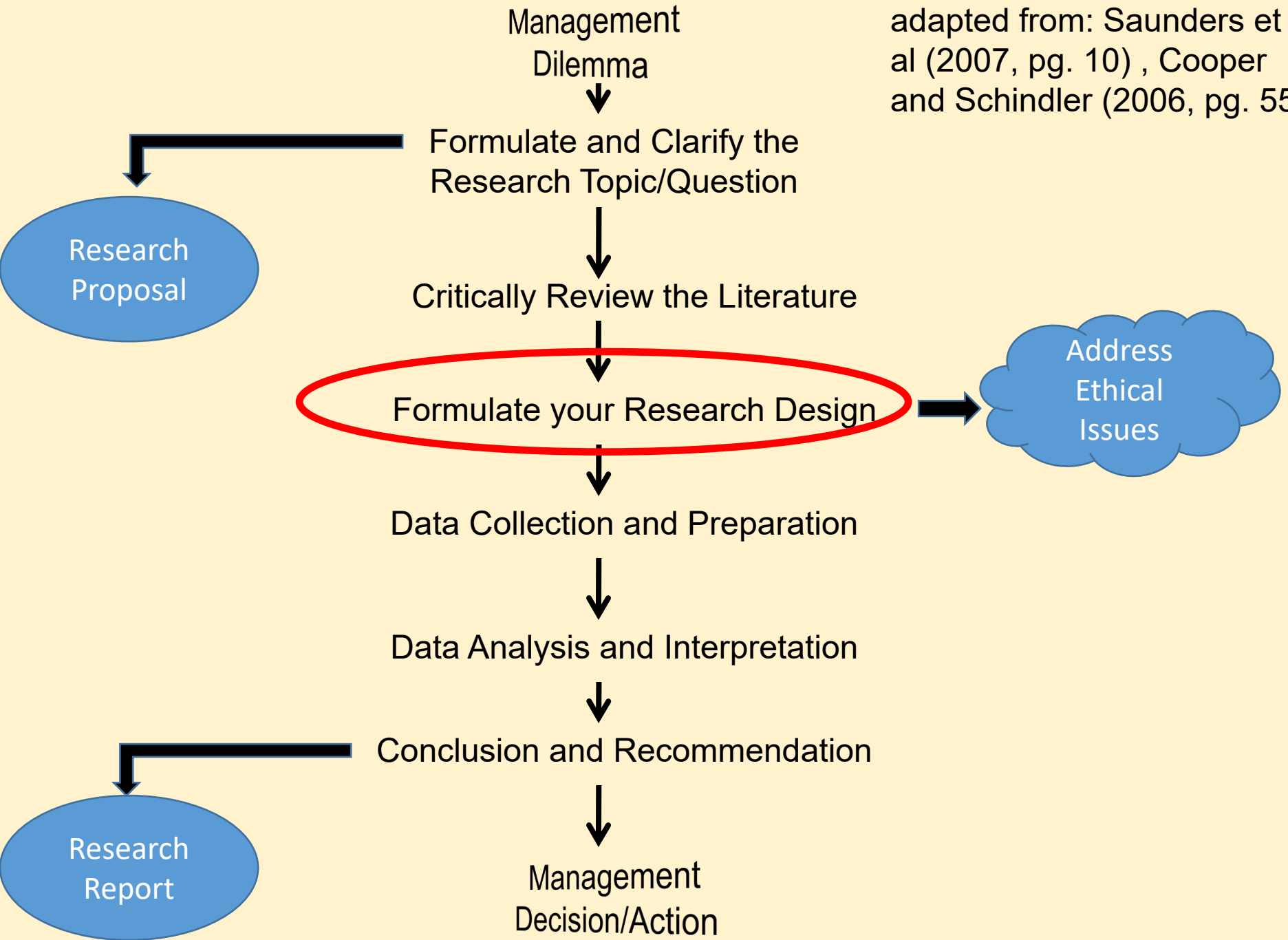
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What have we done so far?

- What is Research?
- Clarifying your research
- Literature Review

**what's the next step
in the research process?**

The Research Process
adapted from: Saunders et al (2007, pg. 10) , Cooper and Schindler (2006, pg. 55)



What is the purpose of the Research Design?

- To operationalise the research objectives
- It is the **HOW** of the research
- Given that you have set out to find an answer to the RQ, the question now is:
- **HOW are you going to do it?**
- So, its all about HOW

Importance of getting the right Research Design

- **Reliability-**

- The extent to which results are consistent over time and an accurate representation of the total population under study and
- if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable.

- Validity

- determines whether the research truly measures that which it was intended to measure or how truthful the research results are.
- In other words, does the research instrument allow you to hit "the bull's eye" of your research object?

- Generalizability

- will the findings apply to other people, organizations, industry and/or other situations that the study's sample supposedly represents.

The Honeycomb Model- Wilson (2013)

Epistemology: Interpretivism, Pragmatism, Positivism

Ontology: Subjectivism, Objectivism

Axiology: Value Free, Biased



What is Research Design?

- Research design is the **plan** and the **procedure** for research that span decisions from:
 - Broad assumptions
 - to detailed methods of data collection and analysis
- These decisions must be deliberated by the researcher and based on:
 - the nature of the research problem or issue and
 - The researchers' personal experiences

- **Essentially**, the research design answers three key questions:
 1. **What-** are the underlying assumptions,
 2. **How-** you are going to conduct the research, specifically the data collection and analysis and
 3. **Why-** this chosen plan would be best suited for the study. A justification of your choices.

Key terms-definition

- **Research Paradigm**-describes a cluster of beliefs and dictates what should be studied, how research should be done and how the results should be interpreted. Bryman (2008, p.696)
- **Research Design**- to emphasize an overall strategy to the research process e.g. Case Study, Survey or Action Research
- **Research Method**- used to outline a specific research technique or procedure for collecting and analyzing data e.g. Questionnaire or Focus Group

Some clarifications on terms

- Some say Research **Paradigm** (Lincoln & Guba 2000) Philosophy (Saunders et al 2007) or even Worldview (Creswell 2009)
- Some use the term Research **Methodology** or Research Strategy
- Some say Research **Methods** or Technique or Procedure

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