



SHERIDAN
INSTITUTE OF HIGHER EDUCATION

RS292 Research Methods

Unit Introduction
Introduction to Research
Theoretical Perspectives

Lecturer: Dr Maya Krayneva

Textbook: Gray, D. (2018). *Doing research in the real world*. (4th ed.). Los Angeles: Sage.

Welcome and introductions

Contact me:

- Maya Krayneva
- Email: mkrayneva@sheridan.edu.au
- Wednesdays: meeting with students

The story of me

Draw “the story of me” without using any words.



Image source:
<https://micador.com.au/products/F037412>

Expectations



COME TO CLASS – OR
LET ME KNOW IF YOU
CAN'T



BE PREPARED



BE OPEN-MINDED



BE READY TO LEARN
AND PARTICIPATE

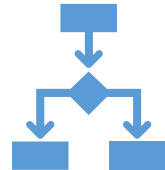


ASK AND KEEP ON
ASKING

Unit Outline



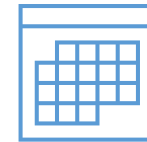
Graduate
Attributes



Learning
Outcomes



Assessments



Weekly overview

Sheridan Graduate Attributes

Sheridan
graduates
will be ...

Lovers of truth

Seekers of wisdom

Innovative thinkers

Effective communicators

Independent learners

Servant leaders

Research Methods Learning Outcomes

Conduct	Conduct a search, analysis and synthesis of research literature related to a chosen research topic.
Select	Select a research method and apply it to a simple research project.
Apply	Apply simple data gathering and data analysis techniques.
Model	Model ethical behaviour, personal integrity and respect for others in a research environment.
Deliver	Deliver an oral presentation with clarity and persuasiveness.
Display	Display the habits, personal initiative, and problem-solving skills required for success in a research environment.

Assessment Schedule

- You must submit all assessments in order to satisfy the unit requirements.

Assessment Type	Value	Due Date	Learning Outcomes (LOs) Assessed	Graduate Attributes (GAs) Addressed
Literature Review	25%	Friday 5pm, Week 5	A, B, D	1, 2
Methodology Report	15%	Friday 5pm, Week 9	B, D, F	1, 2
Research Presentation	20%	In Class, Week 13	B, C, D, E	3, 4
Research Report	40%	Friday 5 pm, Week 14	A, B, C, D, F	1, 2, 4, 5

Overview

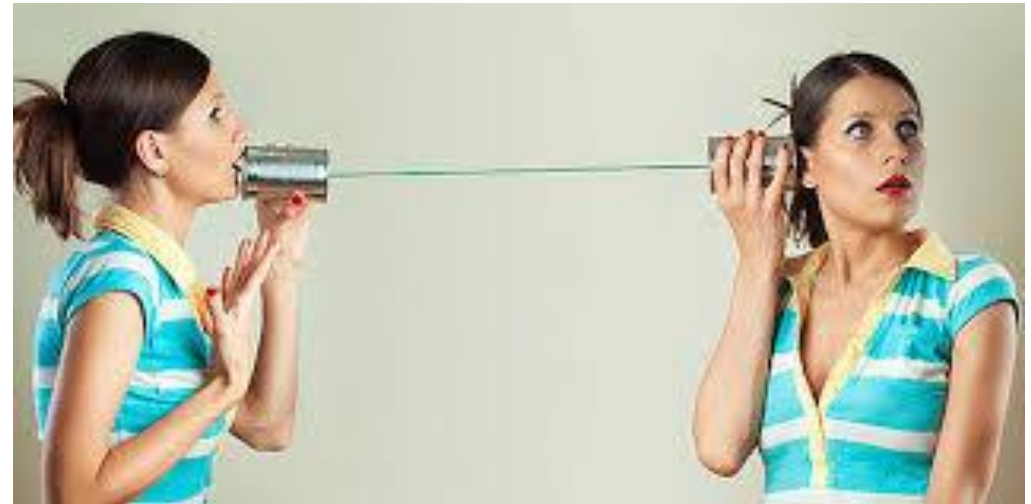
SEMINAR	TOPICS	PRESCRIBED READINGS	ASSESSMENTS
1	Introduction to Research Theoretical Perspectives Unit Introduction	Gray, Chapter 1 & 2	
2	Topic Selection Selecting and Planning Research Proposals Library Resources	Gray, Chapter 3	
3	Literature Reviews Searching, Critically Reviewing and Using the Literature	Gray, Chapter 5	
4	Research Ethics Ethical Conduct and Principles	Gray, Chapter 4 Babbie, Chapter 3	
5	In-Trimester Study Week		Literature Review Due Friday 5pm
6	Choosing Participants Sampling	Saunders et al, Chapter 7	
7	Data Collection Questionnaires and Surveys	Gray, Chapter 14	

Overview (continued)

SEMINAR	TOPICS	PRESCRIBED READINGS	ASSESSMENTS
8	Data Collection Interviewing	Gray, Chapter 15	
9	Quantitative Data Analysis Analysing and Presenting Quantitative Data	Gray, Chapter 24	Methodology Report Due Friday 5pm
10	Qualitative Data Analysis Analysing and Presenting Qualitative Data	Gray, Chapter 26	
11	Research Reports Writing Up the Research	Gray, Chapter 27	
12	Preparing for Presentations Presenting Research Findings and Recommendations	Gray, Chapter 28	
13	Research Presentations Research Project Reviews Facilitated Feedback and Q&A Discussion		Presentation (in class)
14	Pre-Exam Study Week		Written Report Due Friday 5pm
15	Exam week		

Introduction to research

- In pairs
- Guess the favourites:
 - Food
 - Exercise
 - Movie
 - Holiday
- Test hypotheses

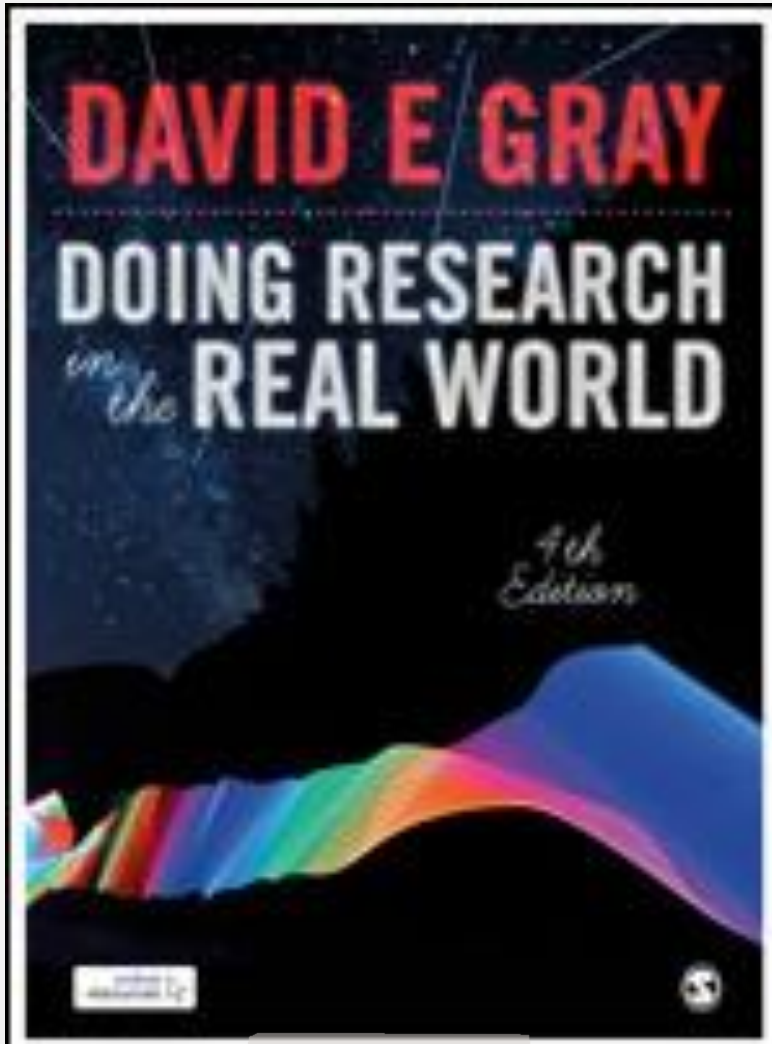


Chapter 1: Introduction

Doing Research in the Real World

Fourth Edition

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Real World

*Research skills help people **understand, predict and control** their **internal** and **external** environments*



'Real World'

any setting where
humans come together
for communication,
relationships or
discourse

- **organizations** such as businesses, hospitals, schools, colleges
- **networks** such as community groups, educationalists, professional associations, management associations or trades unions
- **communities** where people live, including residential areas, parks, shops, local amenities or areas where people congregate
- **virtual communities** where people communicate with each other through the Internet

Real World Research:

a systematic and organized effort to investigate a specific problem that needs a solution



Basic Research: clarifying, validating or building a **theory**



Applied Research: achieving **measurable** outputs that are specific to a particular society or organisation



Basic research

Expand knowledge of social or organizational **processes**

Develop **universal principles**

Produce findings of significance and value to **society**



Applied research

Improve understanding of specific social or organizational **problems**

Create **solutions** to social or organizational problems

Develop findings of practical relevance to public and organizational **stakeholders**

Examples of Real World Research Topics

Women **firefighters** – breaking down barriers to recruitment

Disability awareness training – does it change attitudes?

Project management in **virtual organisations**

Identifying the factors that influence youth club membership and attendance

Why don't people buy **recycled paper**?

Measuring and improving customer satisfaction in a **library**

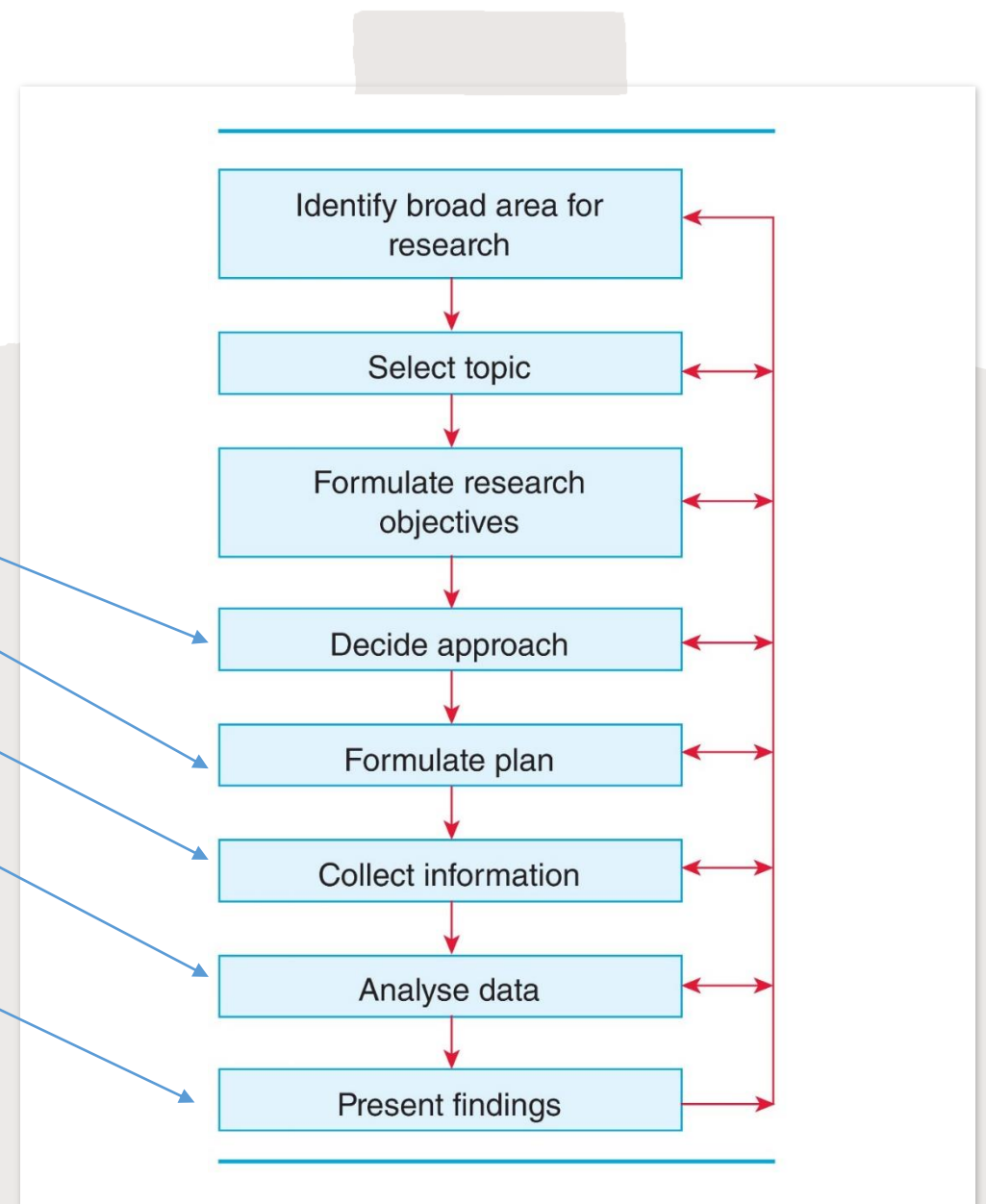
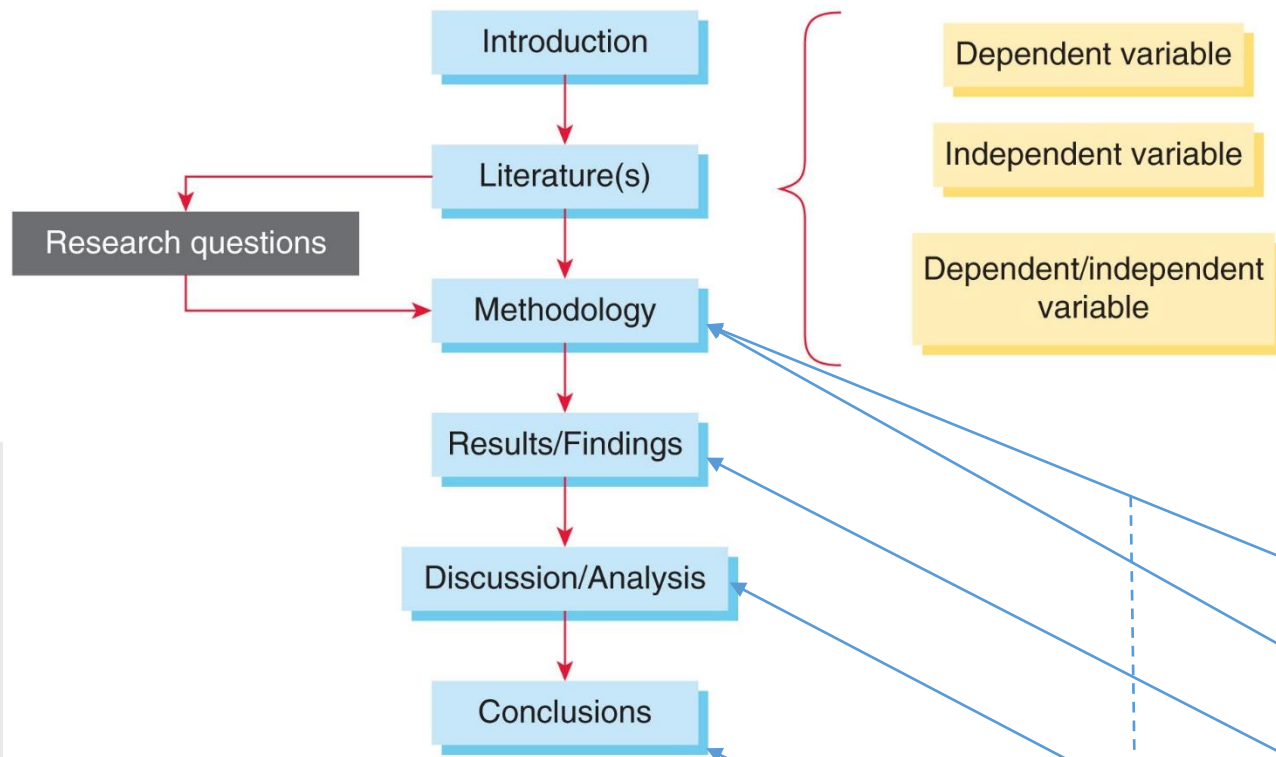
Reasons for start-up **business failure**

The impact of intensive '**exam culture**' on student sickness and medical referral

Student attitudes to **historically** significant events

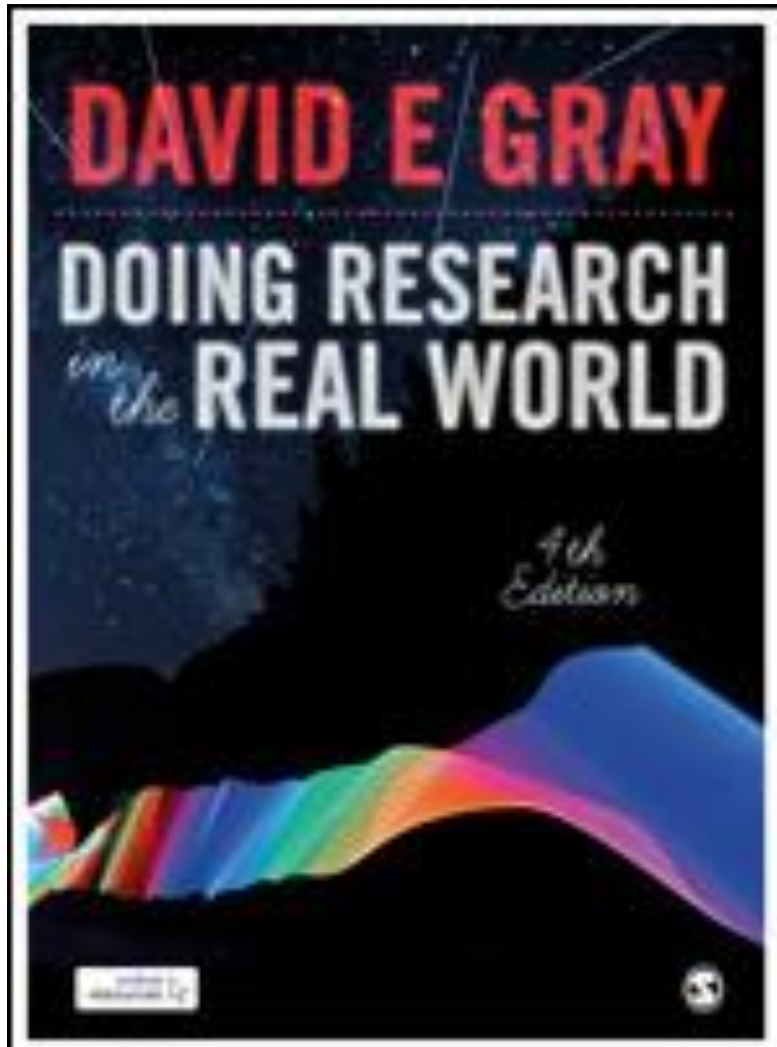
Working trajectories – getting disaffected youths from ethnic communities into the **jobs market**





Overview of a Research Process

Two different presentations/perspectives on the same thing!



Chapter 2: Theoretical Perspectives & Research Methodologies

Doing Research in the Real World

Fourth Edition

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Inductive *Reasoning*

moving from fragmented details to a connected view of a situation

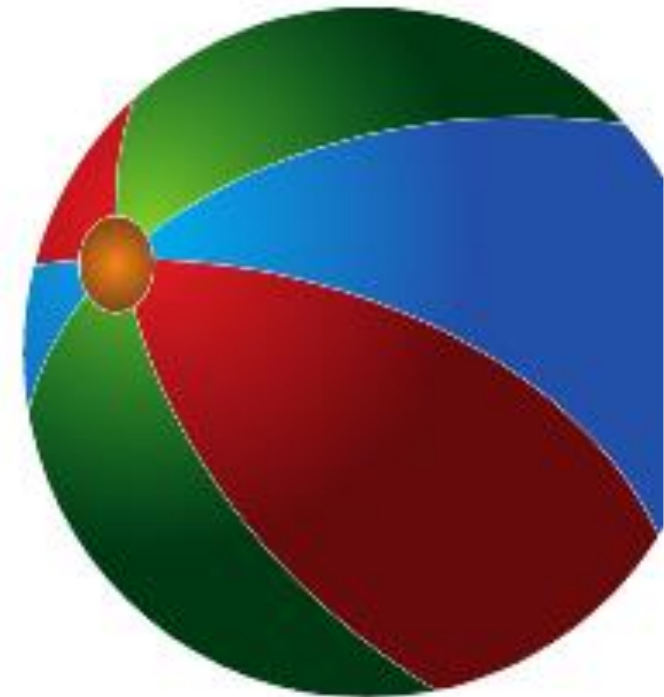
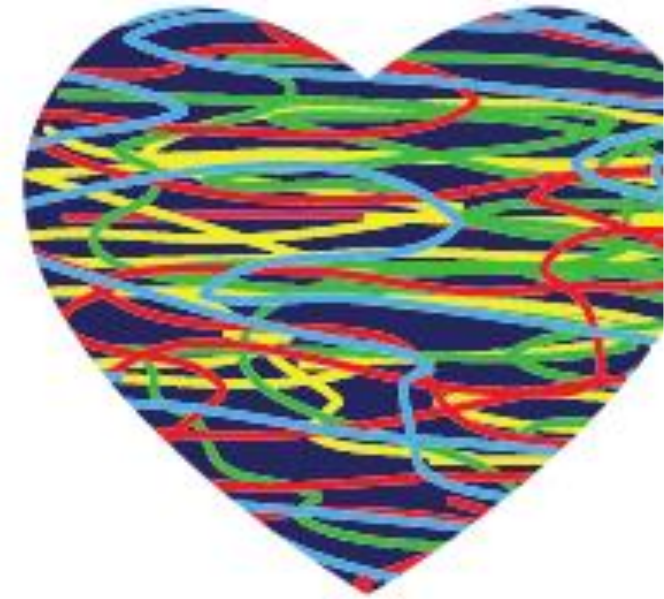
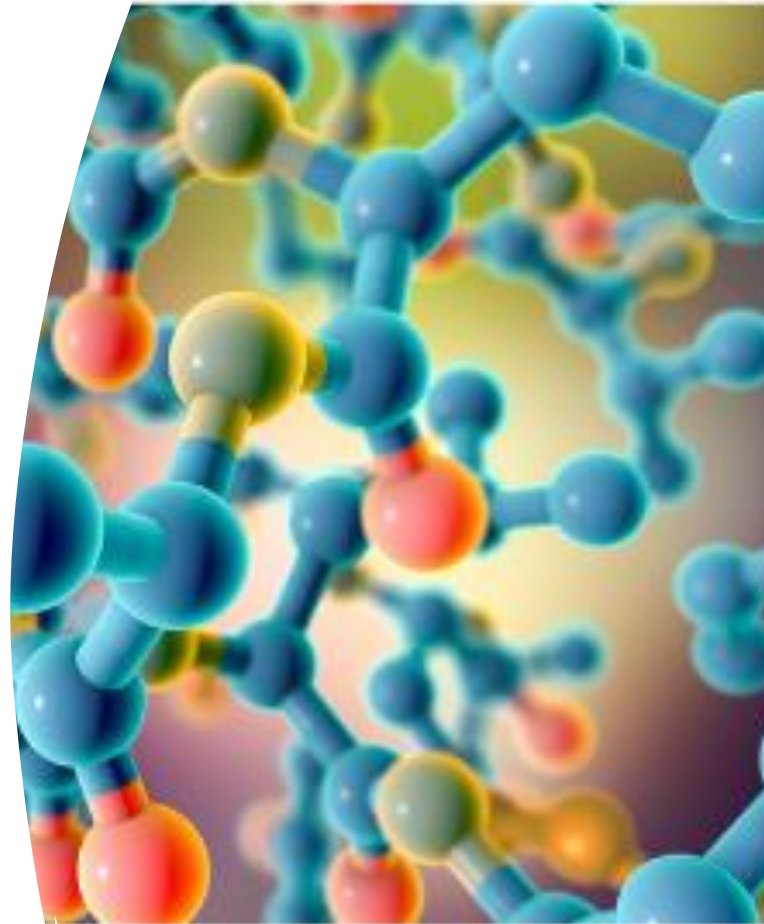
- Plan data collection
- Analyse data to see if any **patterns** emerge that suggest relationships between variables
- Construct generalizations, relationships, and theories from these patterns

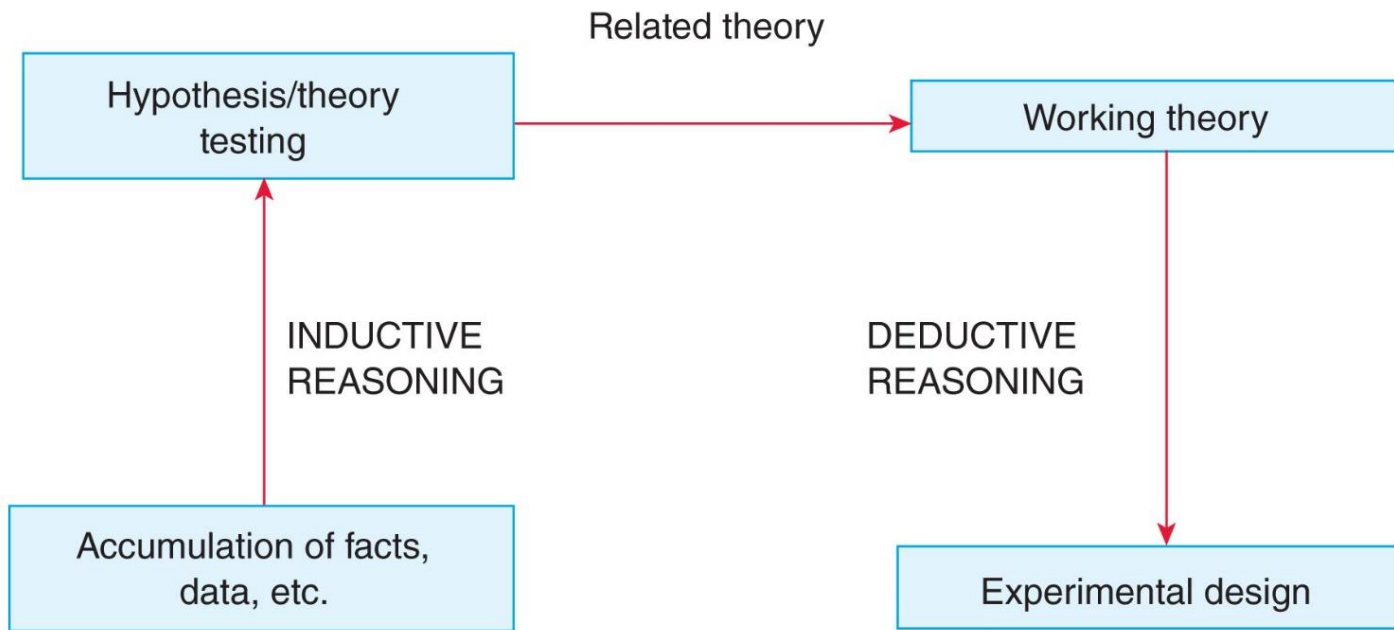


Deductive *Reasoning*

**starting with a universal view of a situation
and working backward to particulars**

- Create a *hypothesis* (an assertion about two or more concepts that attempts to explain the relationship between them)
- Elaborate set of principles/allied ideas
- Create measures and indicators to measure ideas
- **Test** these ideas through experimentation
- Confirm, refute, or modify hypothesis





Combining
Inductive
and
Deductive
Reasoning

Ontology and Epistemology

Ontology: the study of being, that is, nature of existence and what constitutes reality; understanding 'what is'

- In the textbook: Two "opposing" ontological traditions: being & becoming
- Are they truly opposing?
 - Can they be simultaneously true?

Epistemology: a philosophical background for deciding what kinds of knowledge are legitimate and adequate; understanding 'what it means to know'





Epistemological Stances

Objectivism: discovering the *objective truth*, not including subjective (researcher's) feelings and values

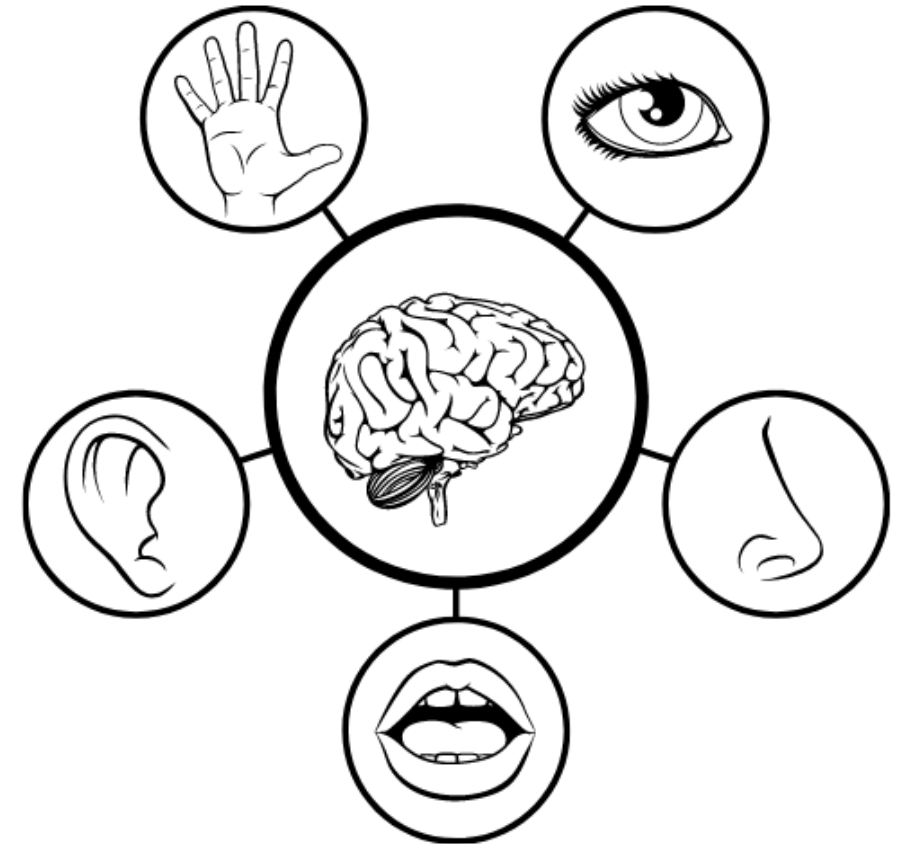
Subjectivism: meaning doesn't emerge from interplay between subject (researcher) and object of research; *meaning is imposed on the object by the subject*

Constructivism: truth and meaning are created by subject's (researcher's) interactions with the world; *meaning is constructed, not discovered*

Theoretical Perspectives

1. Positivism

- Reality consists of what is available to the **senses** – what can be seen, smelt, touched, etc. → Inquiry based upon **scientific observation** (as opposed to philosophical speculation) → Research results presented as objective facts/established truths
- Logical and methodological principles; dealing with **facts** and not with beliefs and values



Theoretical Perspectives

2. Post-Positivism

Assigning **probabilities** that observed findings are correct (not certainties)



Does post-positivism make more sense in research?

Paradigm

- **Paradigm:** existing rules
- When existing rules fail to solve problems and anomalies persist, we enter **paradigm crisis**. New people enter the field who can conceive a new set of rules.
- When new rules come in place, we have **paradigm shift**.



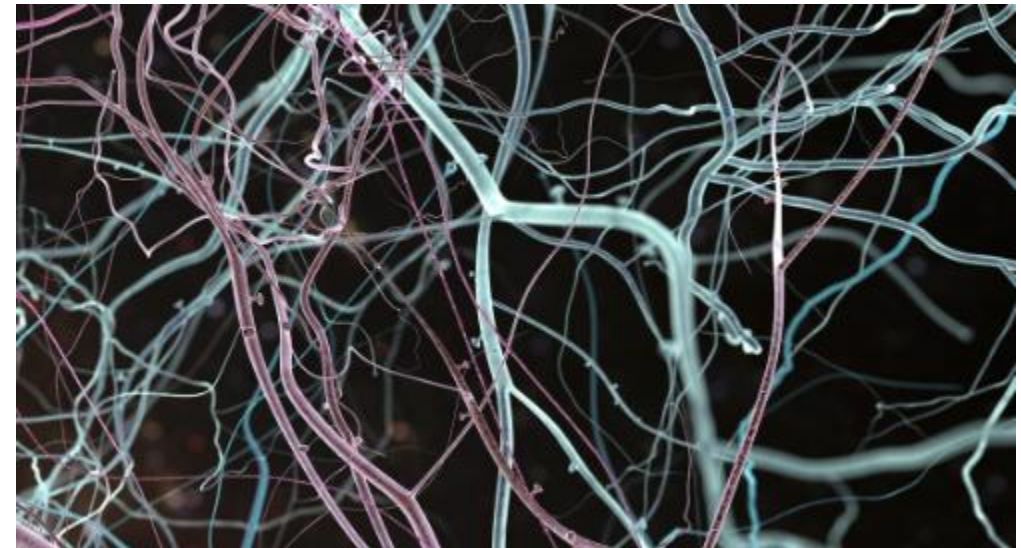
Theoretical Perspectives

3. Interpretivism

- The world is interpreted through **classification schemes of mind**
- Looking for **consistencies** in the data to deduce laws (natural sciences) or actions of individuals (social sciences)

Five examples

Symbolic Interactionism, Phenomenology, Realism,
Hermeneutics, Naturalistic Inquiry



Examples of Interpretivist Approach

Symbolic Interactionism: meaning-making and interpretations (e.g. change of perception of ourselves → change of behaviour)

Phenomenology: current understandings have to be 'bracketed' to the best of our ability to allow phenomena to 'speak for themselves', no preconceptions

Realism: the picture science paints of the world is true and accurate; research objects exist and act independently of the researcher; discoveries add to what is already known

Hermeneutics: social reality is socially constructed, not rooted in objectivity; researcher cannot simply observe it to understand it

Naturalistic Inquiry: multiple constructed realities exist and can only be studied holistically; research designs cannot be pre-specified and must emerge during research process



Theoretical Perspectives

5. Feminism

- Regards women as an oppressed social class; believes that men's views are more distorted because of their position of dominance

"Oppressed" people also have distorted views.
And what if feminism is a distortion itself?



Theoretical Perspectives

6. Postmodernism

- Deconstructions of texts to expose how values and interests are embedded within them
- Themes within advertising, lifestyles, fashion, sub-cultures.

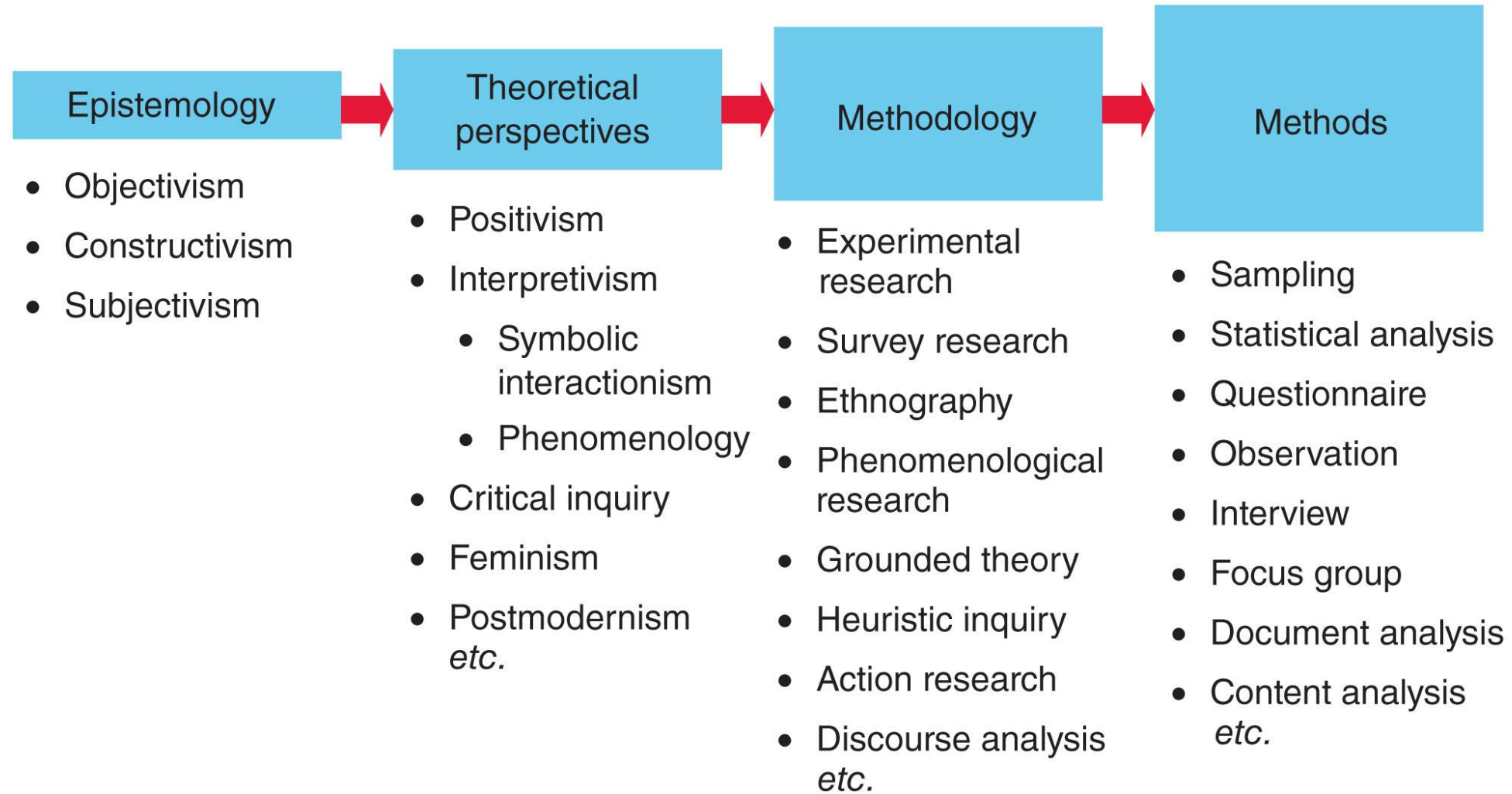


Theoretical Perspectives

7. Pragmatism

- Ideology is only true if it works and generates practical consequences for society.
- It needs to suit a purpose and be capable of creating action.





Research Methodologies

Experimental and Quasi-Experimental Research

- Reproducing the techniques of the laboratory experiment with highly structured methods (experimental and control group)
- The generation of initial hypotheses
- The control of variables (independent and dependent variable)
- Accurate (quantitative) measurement of outcomes
- Generalization from samples to similar populations



Research Methodologies

Phenomenological Research

- Emphasizes inductive logic
- Seeks the opinions and subjective accounts and interpretations of participants
- Collection of large amounts of data → more likely to pick up factors that were not part of the original research design
- Relies on qualitative analysis of data
- Is not so much concerned with generalizations to larger populations, but with contextual description and analysis



Read Case Study 2.3, pp. 31-32

Research Methodologies

Analytical Survey Research

- A deductive approach
- The identification of the research population
- Drawing a representative sample from the population
- Control of variables (exploring association between variables)
- Generating both qualitative and quantitative data
- Generalizability of results



Read Case Study 2.4, p. 32



Research Methodologies

Action Research

- Close collaboration between researchers and practitioners with emphasis of promoting a change
- Can be highly structured and involve the use of experimental and control groups used to test a hypothesis
- Can also be quite unstructured and used inductively (and qualitatively)



Read Case Study 2.5, p. 33

Research Methodologies

Heuristic Inquiry Research

- A deep personal questioning of what it is they wish to research
- Living, sleeping and merging with the research question; 'get inside' the question by becoming one with it; conversation with the phenomenon and being questioned by it
- Allowing inner workings of intuition to extend understanding of the question
- Reviewing all the data from personal experiences to identify tacit meanings
- Forming a creative synthesis, including ideas for and against a proposition



Read Case Study 2.6, p. 34



Triangulation

Using multiple methods:

- Inductive or deductive
- Experimental or case study
- Cross-sectional or longitudinal



Group Exercise

- Read Case Study 2.3, pp. 31-32
- Give examples of the five different research methodologies applied on this case.

Types of Studies

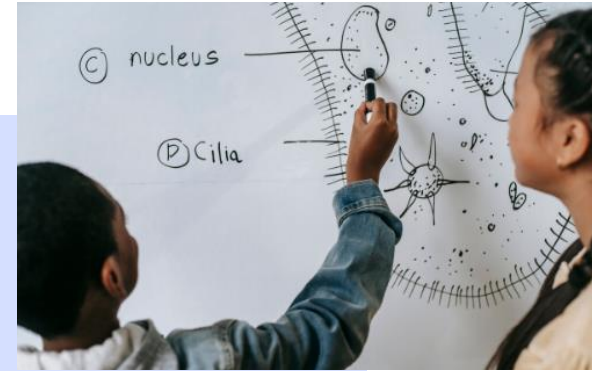


Exploratory: seek to explore what's happening and ask questions about it

- Literature searches
- Talking to experts in field
- Conducting focus group interviews

Descriptive: provide a picture of a phenomenon as it naturally occurs

- Pure description
- Comparing data against a standard
- Can't explain why an event has occurred

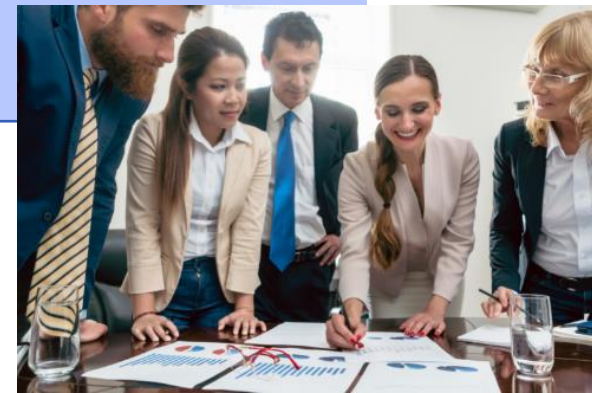


Explanatory: set out to explain and account for descriptive information

- Answer 'why' and 'how' questions
- Focus on correlations

Interpretive: seek to explore peoples' experiences and views/perspectives of these experiences

- Typically inductive
- Often associated with qualitative approaches to data gathering



The Sheridan Research Project Report

- Assignment Cover Page (having the title of the research project, your name, your student number and submission date)
- Contents
- Abstract
- Acknowledgements
- Introduction (including the research question(s), aim, objectives and justification of the study)
- Literature review
- Methodology (including participants, sampling methods, ethical considerations data collection instruments and data analysis method)
- Research findings
- Summary and conclusion (including key findings, recommendations, implications that could be drawn from your findings, limitations of the study and suggestions for further research)
- Tables and figures
- Personal Reflection (what you have learnt through undertaking this assignment)
- References

Homework



READ TEXTBOOK CHAPTER 3



START THINKING ABOUT POSSIBLE
RESEARCH TOPICS IN YOUR STUDY
DISCIPLINE