

On the Write Path: Research and Methodology

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**But I still haven't found
what I'm looking for...**



Over to you



Think about a topic that has led you to do research in the past 7 days.

Research is an Everyday Matter

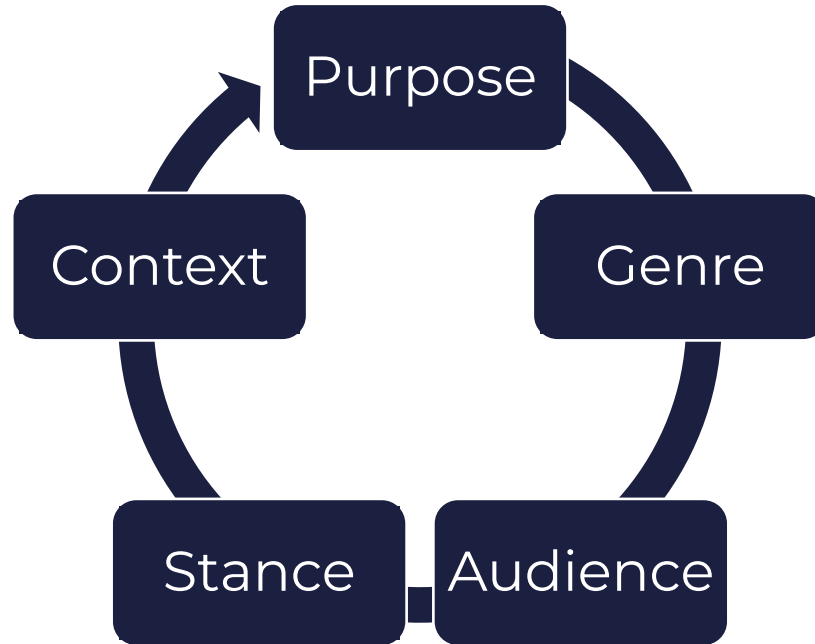
- Support arguments
- Solve problems
- Become more informed
- Get inspired
- Learn more about a topic
- Think carefully about questions we want to pursue
- Engage with the ideas of others
- Join the larger conversation

Over to you



What makes a good research question?

Considerations for Context



Moments of Inspiration

Flash

Stroke

Eureka

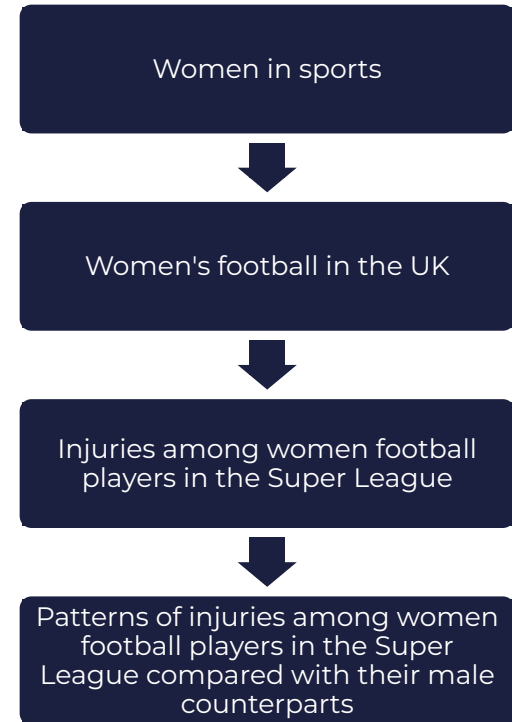
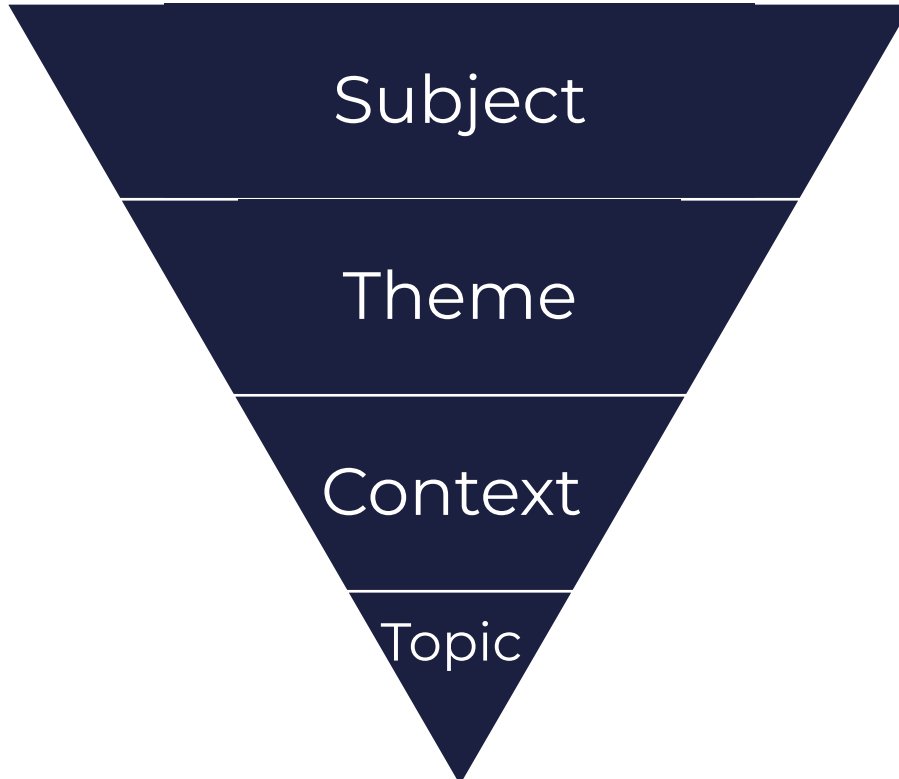
Epiphany

Lightbulb

Designing a Research Question

- Find a topic that interests you and that you want to learn more about
- Link it to your current/future studies
- Become familiar with some existing research
- Consider the scope - not too narrow or too broad
- Methodology

Example



Using AI to Generate Ideas

Prompt:

Generate title ideas for a research project on the subject of women football players in the UK.

Using AI to Generate Ideas

Sociological Titles:

- The Social Impact of Women's Football in the UK
- Exploring Gender and Participation in UK Football

Specific Area Titles:

- An Investigation into Pay Disparity and Working Conditions for Women Footballers in the UK
- A Critical Look at the Development Pathway for Aspiring Women Footballers in the UK
- An Examination of Media Representation of Women's Football in the UK

Exploding Search Terms

What is the impact of Brexit on UK businesses?

Over to you

Exploding Search Terms

What is the financial impact of changes to trading regulations since Brexit on Welsh agricultural businesses?

Methodology: Where to start?

Students conducting research comes with pros and cons:

- Produces high student motivation.
- Produces high student involvement.
- Produces more genuine discipline-specific learning.
- Aids critical thinking.
- Produces high student stress.
- Produces significantly more work for teacher.
- Students will have to understand how to ask an answerable question using valid methods in the time allotted for class.
- Methods must be tightly controlled to regulate time-intensive processes.

How to Approach Selecting Methodology

Research Question/Thesis

Sources of Information

Methods of Analysis

Bias

Type of Research Design: Qualitative

- Answer “Why?” question
(PURPOSE)
- Observation, Symbol, Word, etc.
(DATA TYPE)
- Observe and interpret
(APPROACH)
- Grouping of common data /
non-statistical analysis **(ANALYSIS)**

Interviews

Focus groups

Surveys

Observations

Type of Research Design: Quantitative

- Answer “How Many/Much?” question (**PURPOSE**)
- Number/statistical result (**DATA TYPE**)
- Measure and test (**APPROACH**)
- Statistical analysis (**ANALYSIS**)

Measurements

Experiments

Surveys

Data & Records

Finding Appropriate Sources

SECONDARY SOURCES

- Secondary sources are texts that analyze and interpret primary sources; they offer background and context that can help you gain perspective on your topic.
- Secondary sources on a subject might include scholarly books and journal articles about the topic, magazine and newspaper reviews, government research reports, or annotated bibliographies.

PRIMARY SOURCES

- Original documents or materials, firsthand accounts, or field research like interviews or observations.

Over to you

Topic: To determine the educational benefits of online learning.

Which collection method or methods would you choose?

What kind of results would you be looking for?

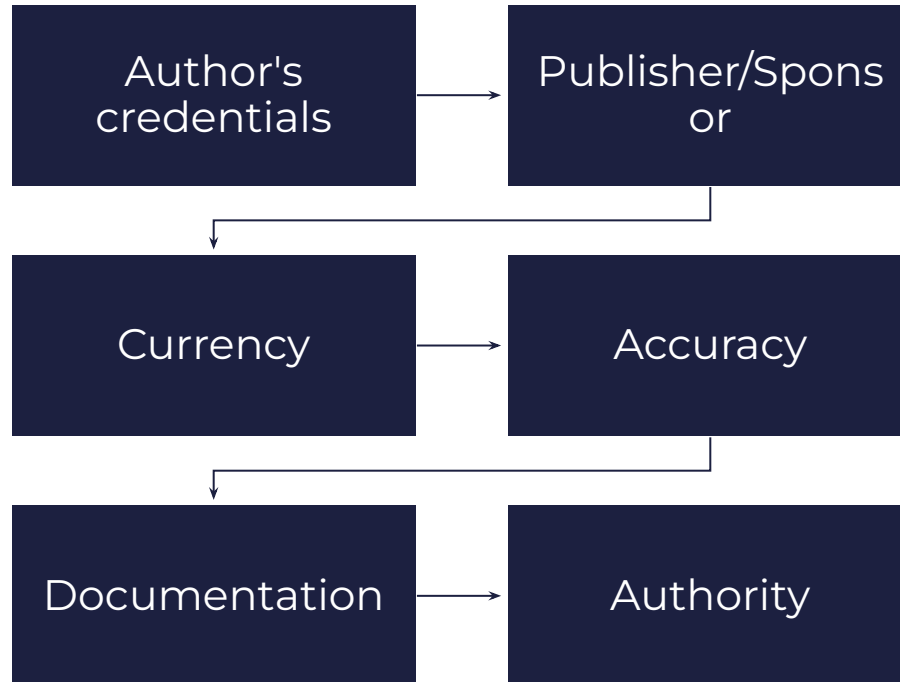
Scholarly vs. Popular Sources

- For most academic assignments, you'll want to consult scholarly sources: articles, books, conference papers, and websites written by authorities in a given field.
- Such sources have usually been peer-reviewed, evaluated by experts in the field before publication.
- They go into more depth than popular sources do, citing research and including detailed documentation.
- Popular sources, by contrast, are written by journalists and writers for a general audience. They may be fact-checked, but they are not likely to be evaluated by experts before publication.
- Popular news articles can be a good source of information on current issues since they're published so frequently.
- Like scholarly sources, they often cite research, but rarely do they document those citations.

Other Sources

- Government and legal documents.
- Primary and historical documents (books, photographs, fine art, cultural artifacts, maps, etc.).
- University websites.
- Social media (source for sources).
- Libraries.
- Databases - general and subject-specific (DOAJ, MLA, EBSCO)

Determining if a Source is Scholarly



Field Research

- Fieldwork is an integral part of qualitative research but can also produce quantitative data.
- Fieldwork involves going into a natural setting to understand people within that context i.e. understanding people in their everyday natural setting.
- A field worker is comparable to a child who learns by observing and engaging in the activities within their environment.

Ethical Considerations

- Everyone in the field must be aware that research is being conducted.
- This can be obtained through consent forms, posters, conversations.
- The researcher should recognise that ethical issues can arise at any point during fieldwork, given that it is a natural/uncontrolled environment.
- Therefore, the researcher should reflect on ethical issues throughout their study.

What is the study about?

I invite you to participate in a research project about the Advanced Skills Baccalaureate Wales.

The research project aims to gather information on your experience of studying the **ASBW Global Communities Project /Future Destinations Project** at Pembrokeshire College.

Why have I been invited to take part?

Your responses will help the College in exploring how we can improve the learning experience within the ASBW and help learners to achieve excellent outcomes.

Do I have to take part?

This information sheet has been written to help you decide if you would like to take part. It is up to you and you alone whether you wish to take part. If you do decide to take part you will be free to withdraw at any time without providing a reason, and with no negative consequences.

What would I be required to do?

You will be asked to complete a questionnaire which contains 4 sections:

Section 1: Your ASBW Global Communities study experience


Section 2: Academic Writing

Section 3: Your Learning Environment

Section 4: General information

I anticipate that the survey will take 20 minutes to complete.

What information about me or recordings of me ('my data') will you be collecting?

 I will not collect or process any personal data. All data you provide will be anonymous, which means that no-one could use any reasonable means to identify you from the data. As your data will be anonymous it cannot be withdrawn because we will not know which data is yours.

How will this data be managed and used?

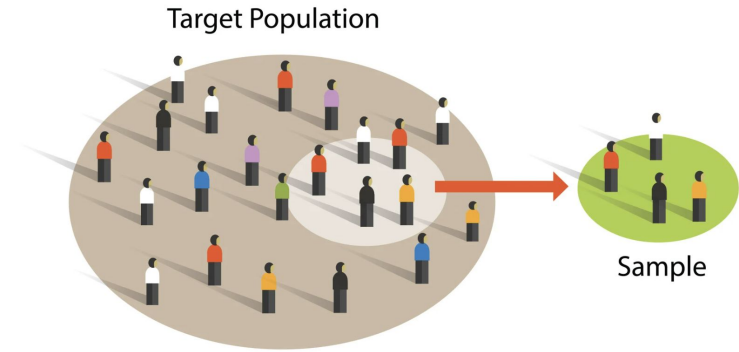
The anonymous data collected will be stored securely and only the researcher will be able to access it.

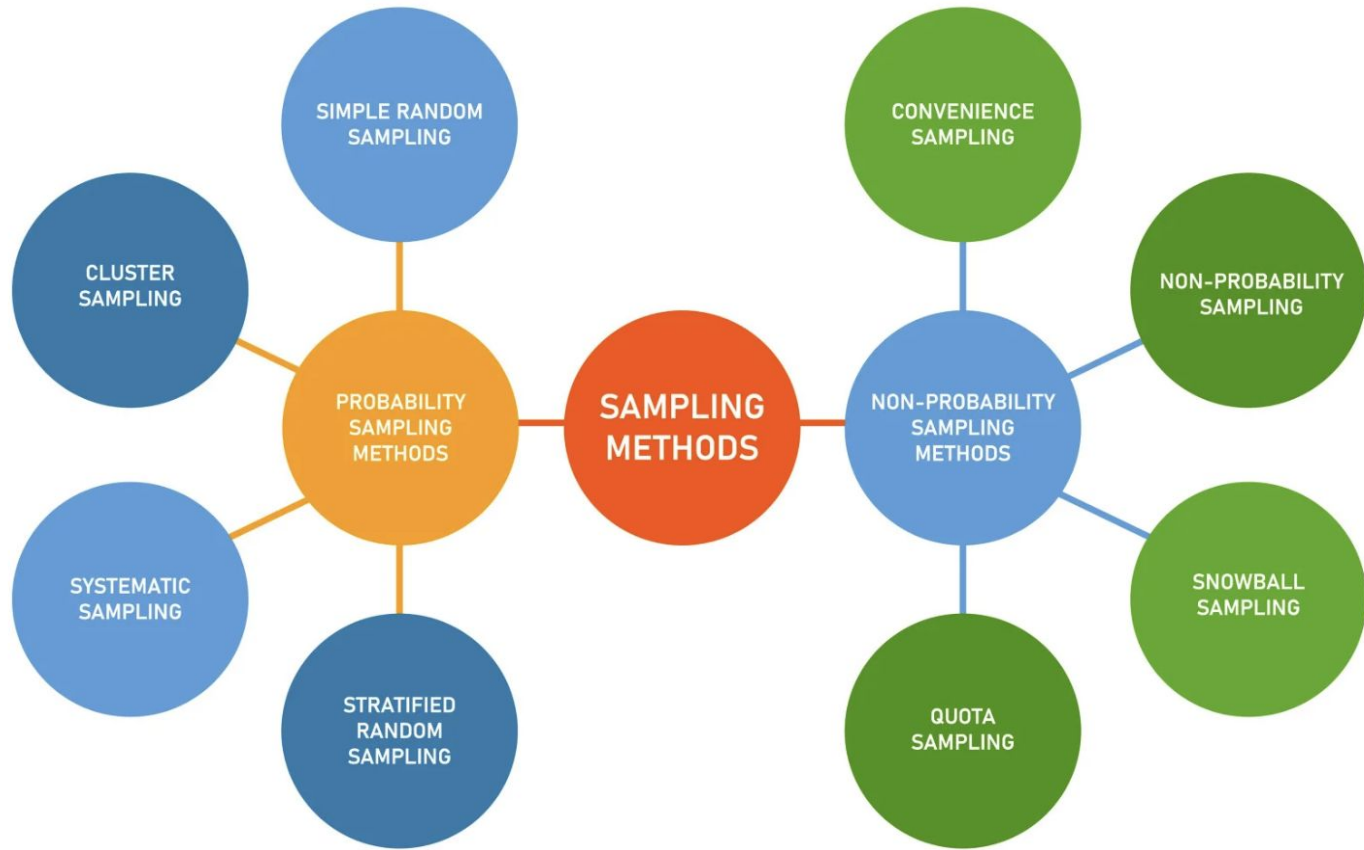
Top Tips for Interview and Survey Questions

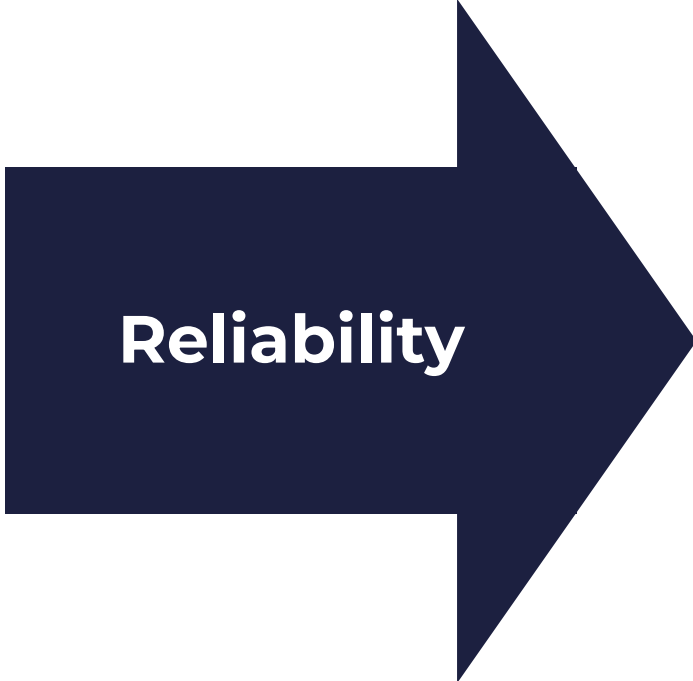
- Consider the purpose and how the info gained will support your research question.
- Sequence questions logically or thematically.
- Avoid leading questions or questions that lead to yes/no answers (closed).
- Use probing questions that encourage examples (open-ended).
- Use language that is clear and accessible.
- Focus on the individual's experience.

Surveys

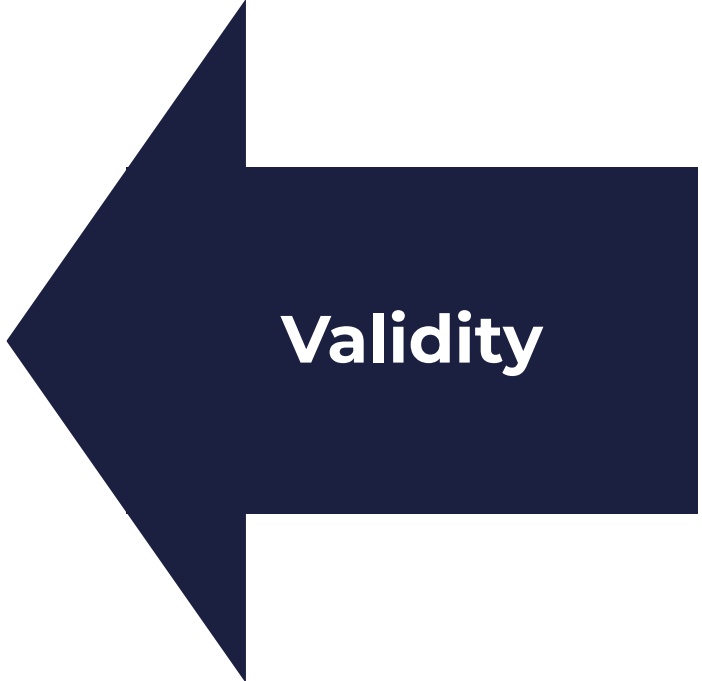
- Purpose – will determine sample, sample size and question design.
- Method of distribution.
- Sampling method.







Reliability



Validity

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