




Research methods 01


Introduction

Caryn Block
ORLJ 5040
Teachers College
Columbia University



Agenda

- Welcome
- Introductions
- Types of Research
- Overview of Course
- Goals for the Course



Introductions

- Name
- Program, Year in Program
- Research interests/experience
- Reason for taking the course

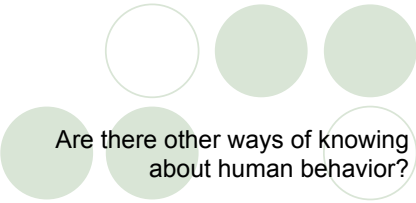
Course TA: Abigail Johnson

- Doctoral Student in Social-Organizational Psychology
- B.A. in Psychology, with a minor in Business, from Oral Roberts University & M.A. in Organizational Psychology from TC
- Has been a TA for Master's level courses at Columbia
- Experience conducting both quantitative (data collection and assessment design) and qualitative (interviews) research across academic and corporate settings
- Research interests: Group and teams, change, leadership, personality, systems, unconscious processes
- Enjoys going to brunch, traveling, yoga, sample sales around the city

Instructor and TA Roles

- Instructor
 - Working with students in-class
 - Answer any questions regarding material in readings or covered in class
 - Grading assignments and exams
- TA
 - Working with students on assignments
 - Answer any questions regarding material in readings or covered in class
 - Commenting on assignments and exams

Why do we do research?

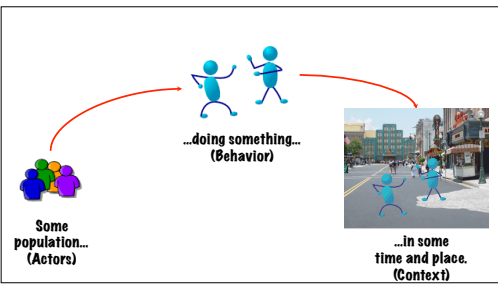


Are there other ways of knowing about human behavior?

How is research different from other methods of knowing about human behavior?

- Less subjective
- Systematic
- Based on empirical process
- Subject to public inspection of findings
- Guided by ethical principles

‘Research involves...’

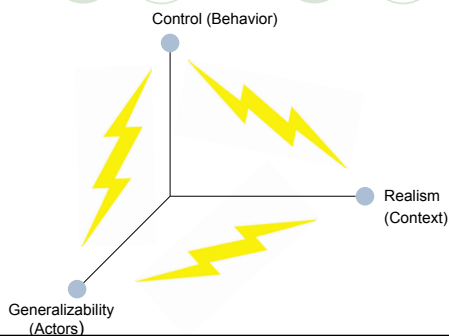


The three **desiderata** of research

Our desire in research is ...



The three **desiderata** of research



The Three Horned Dilemma

- Maximizing one or two desiderata will by definition minimize the others
- If you grab onto two of the horns, you are impaled by the third
- The research process is a set of problems, or choices
- All research is flawed

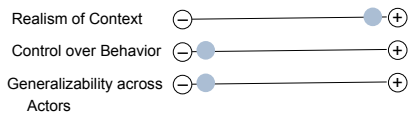
The different **types** of research

● Descriptive research

- Research on *'how things are'*
- Research goal: map out observations as completely as possible
- Exploratory in nature
- Preferred method: qualitative
- Typical domain: field study
- Researcher's delight: rich settings & extreme cases

The different **types** of research

● Descriptive research



The different **types** of research

● Relational research

- Research on *'how things are related'*
- Research goal: discover how events are related and make cautious conclusion
- Cannot make causal statement
- Preferred method: correlational
- Typical domain: survey research
- Researcher's delight: large samples

The different **types** of research

● Relational research



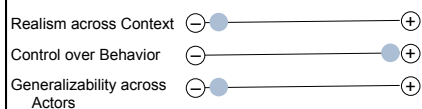
The different **types** of research

● Experimental research

- Research on 'what causes what'
- Research goal: test the **causal** relationship between two events
- Variables that assumingly cause an event are manipulated
- Preferred method: group comparisons
- Typical domain: laboratory studies
- Researcher's delight: perfect control

The different **types** of research

● Experimental research

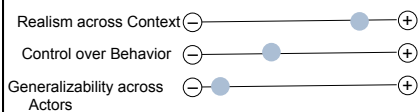


The different **types** of research

- Quasi-experimental research
 - Research on *'what causes what in the real world'*
 - Research goal: test the causal relationship between two events that occur in a real setting
 - Cannot 'prove' causality of two events with the same rigor as experimental research
 - Preferred method: group comparisons
 - Typical domain: field experiment
 - Researcher's delight: control while being in the real world

The different **types** of research

- Quasi-experimental research



Which research strategy should you choose?

- Depends on your research question
- There is no ideal strategy—all have flaws

How to live with the **three-horned dilemma**

- The research question should determine the appropriate method for a given study
- A theory is only as good as it's data - so look for a balance between types of research that have been done to support it
- We "know" about human behavior when there are **theories** based on **multiple studies** using **multiple methods**
- Look for **convergence of findings** that grab onto different horns

Overview of Course

- Building Blocks of Research Process
- Experimental Design
- Quasi-Experimental Design
- Correlational Research Design
- Ethical Issues in Research

Goals for the Course

- Understand the strengths and weaknesses of various research designs
- Ability to design research using various methods
- Ability to critique research
- Have sufficient research methods knowledge to pass that section of certification exam
- Understanding that research is fun, really

Process for working together

- What I need from you is:

- Come to class prepared - having done the readings
- Bring in your experiences - be willing to engage this material
- Honesty about what we really think - be willing to disagree, be willing to ask questions

- What you need from me is?
