FALMOUTH
UNIVERSITY

COMP240: Game Development I: Production
3: Research Methods I

Learning Outcomes

- **Distinguish** between primary and secondary research
- **Outline** the importance of research ethics **and** professional conduct
- **Assess** the quality of secondary sources of market data and information

Discussion: What Is Research?

- ▶ What do you understand by the term research?
- ▶ What distinguishes business and management research from scientific research, more generally?

In groups of 3-6:

- ▶ Briefly, **discuss** potential answers to these questions with your peers
- ▶ **Sketch** how *you see* research
- ▶ **Explain** your sketch to your peers

(15 minutes)

Why Do Research?

Research provides you with the knowledge needed to make important decisions. This empowers you to:

- ▶ Reduce risk and maximise rewards before committing to a course of action
- ▶ Prioritise actions that are likely to lead to the highest yield and/or greatest impact
- ▶ Avoid known pitfalls—don't repeat disasters
- ▶ Understand how to apply a course of action effectively
- ▶ Minimise wastage of resources
- ▶ Self-evaluate and improve the effectiveness of future actions

Effective Research

To be effective, business-orientated research should follow the standard of the scientific method:

- ► Purpose is clearly defined
- ► Research method is sufficiently detailed
- ► Research design is rigorously planned and appropriate
- ► Limitations clearly stated
- ► High ethical standards applied
- ► Adequate analysis for decision maker's needs
- ► Unambiguous presentation
- ► Justified and well-defended conclusions
- ► Reflects upon the authority and eminence of the researcher

Primary vs Secondary

When we conduct research, we can either:

- Apply research methods ourselves to collect new data (primary source of data)
- Use existing data provided by other researchers (secondary source of data)

Most research will involve a combination of *primary* and *secondary* sources

Primary vs Secondary

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Most research will involve a combination of *primary* and *secondary* sources

Primary vs Secondary

List THREE examples of primary **and** secondary sources
(5 minutes)

Engage in **dialogue** with your peers on the advantages
and disadvantages of primary and secondary data
(5 minutes)

Write up notes on key points from the dialogue
(5 minutes)

Research Ethics

- Ethic — "A body of moral principles or values"
- Ethical — "of or pertaining to ethics"
- Ethics — "a system of moral principles"

Think back to Forsyth's taxonomy of ethical ideologies and his principles.

Research Ethics

Research involving people is premised on a fundamental moral commitment to advancing human welfare, knowledge, and understanding, and to examining cultural dynamics

Research Ethics: Why

- ► Historically, human participants have not been well-protected from researchers
- ► Need to protect people from dangerous and naiive research practices
- ► Conflicts of interest (i.e., financial gain, big business)
- ► Monitoring of controversial issues (e.g., gene editing with CRISPR)
- ► Privacy and data protection
- ► Promoting high quality research

Research Ethics: Why

- ▶ Nuremberg Trials (1945-1946)
- ▶ Harvard Radiation Scandal (1946-1956)
- ▶ Willowbrook State School Scandal (1955)

- ▶ Nuremberg Code (1947)
- ▶ Declaration of Helsinki (1964)
- ▶ Belmont Report (1979)

Dialogue: Ethics

Review the MRA Code of Market Research Standards
(5 minutes)

Review the ACM's Code of Ethics and Professional
Conduct
(5 minutes)

Engage in **dialogue** with your peers on key insights you
can draw from them
(10 minutes)

Write up notes on key points from the dialogue
(2.5 minutes)

Dialogue: Ethics

Review Falmouth University's Research Ethics & Integrity Policy
(5 minutes)

Review the Research Ethics case study
(5 minutes)

Engage in **dialogue** to determine if the proposed research is ethically sound
(10 minutes)

Write up notes on key points from the dialogue
(2.5 minutes)

Activity: Analytics and Publications

Review data sources such as SteamSpy and ESA
publications to develop insight into the market for your
production project
(25 minutes)

Engage in **dialogue** with your peers on key insights you
can draw from this data
(15 minutes)

Write up notes on key points from the dialogue
(5 minutes)

Essential Practice

Please review this week's essential practice tasks on the LearningSpace. These are *mandatory* and should be completed this week.