Research Proposal Review – Research Methods and Professional Practice – Michael Geiger

Since there are already many theories on the topic of gender pay gaps in the technology sector, which factors lead to different gender pay, I think that conclusive research would offer greater added value for further research into the topic.

A survey would be an appropriate research method. Through the survey, a greater set of data can be obtained and evaluated quantitatively, so that the research results are statistically significant and valid if possible. A case study could also be used, but this would only produce qualitative results, so that the validity and transferability of the research results would not be guaranteed. Depending on the results of the survey, however, an adaptation to a mixed research method would be conceivable, since the evaluation of the survey could give rise to further research questions, which could be deepened in the context of interviews.