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INM373

Academic excellence for business and the professions

RESEARCH METHODS & PROFESSIONAL ISSUES (RMPI)

Study Notes:

Research: Characteristics

The 6 Ps of Research

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RESEARCH : CHARACTERISTICS

"the creation of new knowledge, using an appropriate process, to the satisfaction of the users of the research"

Briony Oates (2006, p.7)

- well founded: replicable, robust, inspiring confidence

Research: Characteristics

everyday thinking …

poor data

incomplete data

hasty thinking

good academic research …

sufficient data sources

appropriate data sources

accurately recorded

thoroughly analysed

no hidden assumptions

conclusions well-founded

properly presented

… as judged by

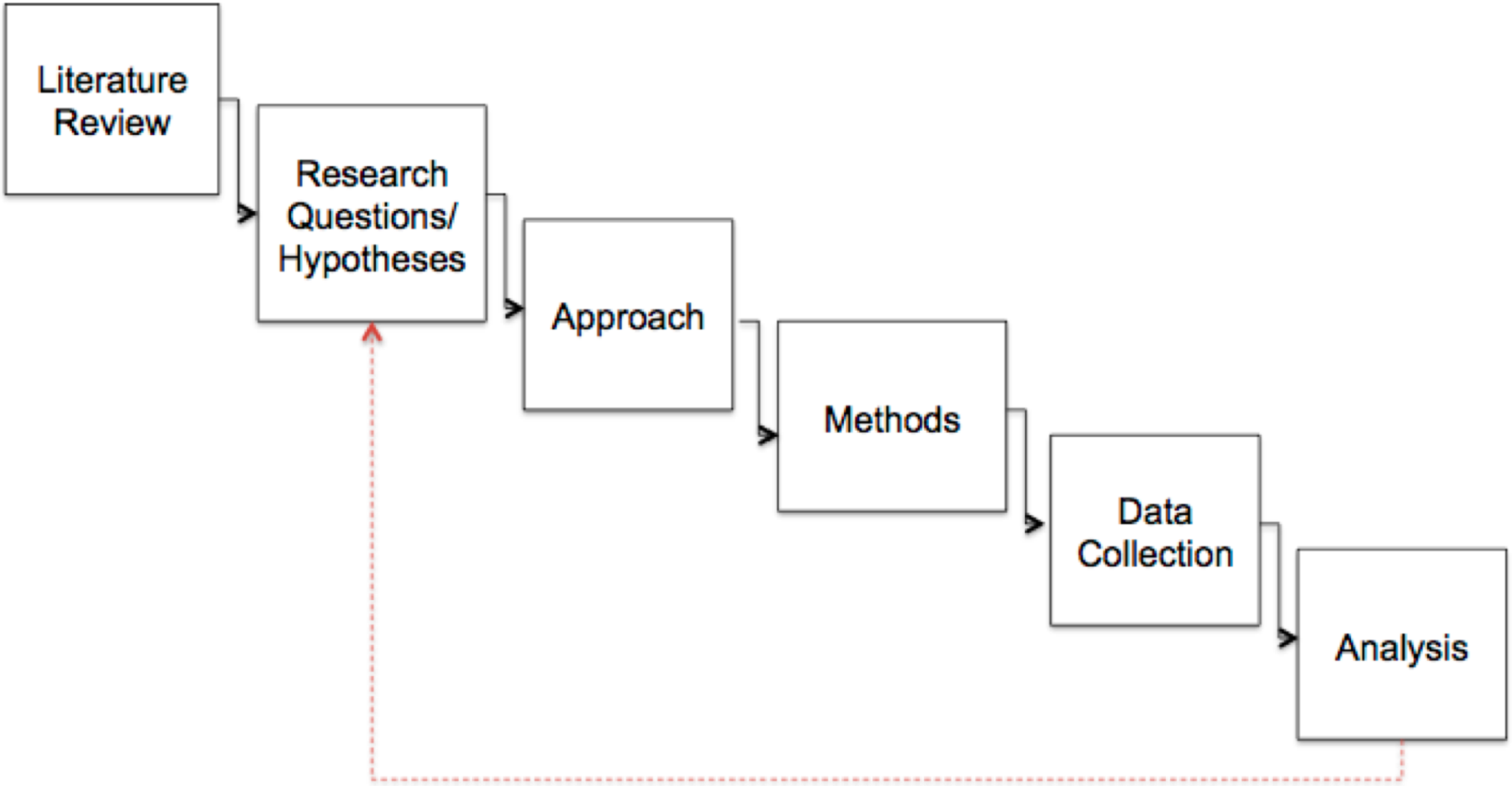
users of the research

Oates (2006) Fig 1.2

Research: Process

1. Identify a Problem
2. Gather Data
3. Analyse the Data
4. Interpret the Data
5. Gather more Data
6. Analyse the Data
7. Interpret the Data
8. Draw Conclusions
9. Consider Implications

(Simplified) Research process



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RESEARCH: THE 6 PS - *OATES (2006)*

1. **P**urpose
2. **P**roducts
3. **P**rocess (& Planning)
4. **P**articipants*
5. Paradigm
6. Presentation

*Even if you don't do studies involving participants think of your stakeholders here- where does the data come from? Who does it relate to? Who produced it? Who will be affected by it? Who will use it?

RESEARCH: PURPOSE – WHY DO IT?

1. to add to the body of knowledge
2. to solve a problem
3. to find out what happens
4. to find evidence to inform practice
5. to understand another person's point of view
6. to understand the world better
7. to contribute to well-being
8. to test or disprove a theory

Oates (2006)

RESEARCH PRODUCTS...

outcomes?

what are we creating?

RESEARCH: PRODUCTS

1. Evidence
2. Methods
3. Analysis
4. Concepts or Theories
5. Computer Based Product

data informs knowledge

a new way of doing research

critical analysis and opinion

models that explain

implemented software system

Oates (2006, *p.24*)
Davis & Parker (1997, *p.64*)

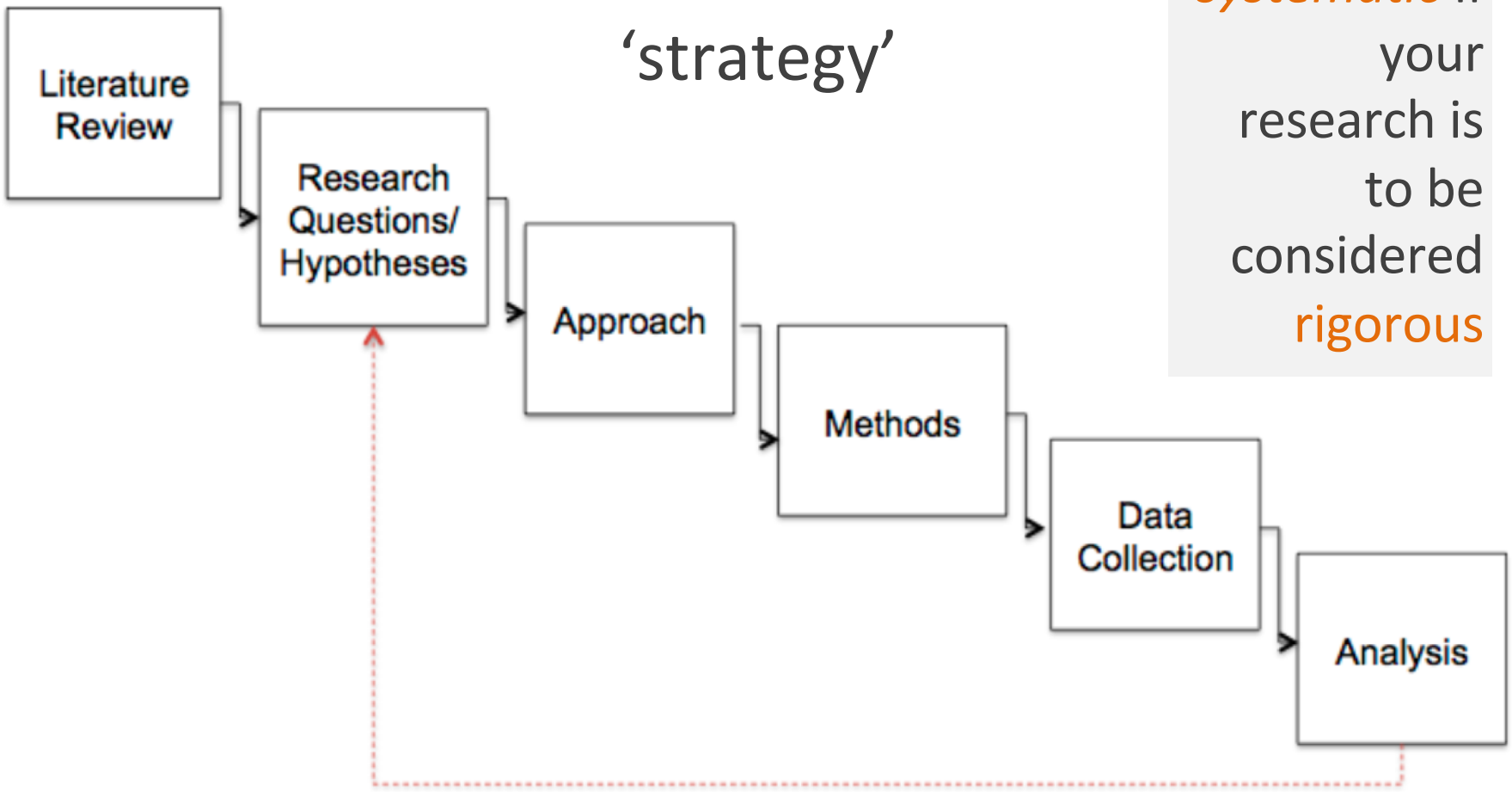
RESEARCH PROCESS …

so how do we actually do this?

RESEARCH: PROCESS

Must be *structured* & *systematic* if your research is to be considered rigorous

‘strategy’



RESEARCH: PROCESS – STRATEGIES

Survey	systematic means of obtaining data from a small group that is representative of a larger group
Design & Creation	new IT artefacts: application, process, model or method
Experiment	cause / effect: before / after measurements under controlled conditions
Case Study	focus on one instance for a rich and detailed insight
Action Research	researcher does something, reflect and cycle plan-act-reflect
Ethnography	take part in the lives of people in the field to understand their culture

Reflect:

How are research methods different across disciplines?

Self-Guided Exercise: Reading

Oates (2006) - chapters 1-3

Reading list can be accessed from Moodle