



# RESEARCH METHODOLOGY

*Epistemology refers to how we come to know things. It is the study of knowledge*

*Ontology refers to the nature of reality—it asks what exists and how we understand it and how it is acquired*

## Semi-Structured Interviews

### Gap in Research

*No prior study.  
Needed to establish baseline.*

### Flexibility

*Open-ended, captures nuanced insights.*

### Depth of Data

*Aligns with constructivist epistemology & relativist ontology*

## Snowball Sampling

### Access & Feasibility

*Junior designers in network link to mid-weight/senior*

### Industry Structure

*Hierarchical; natural recruitment pathway*

### Trust & Credibility

*Peer referrals enhance participation & honesty*

## RESEARCH PARADIGM

Epistemology: Constructivist  
Ontology: Relativist

## RESEARCH QUESTIONS & AIMS

*How can we increase creative integrity by addressing visual plagiarism in Art & Design?*

- a. For local and international Art & Design teaching and research faculty*
- b. For Singapore's Communication Design Industry*

### Project Aims:

1. Investigate the current understanding of visual plagiarism issues and identify assumptions underlying creative integrity among:
  - a) Local and international Art & Design teaching and research faculty
  - b) Industry practitioners in Singapore's Communication Design Industry
2. Identify and codify ways higher education establishments and creative industry leaders can support faculty and practitioners in addressing visual plagiarism and promoting creative integrity.
3. Develop and disseminate recommendations for promoting creative integrity in Art & Design education and practice, enhancing ethical awareness and the responsible production and consumption of images.

## RESEARCH DESIGN

Qualitative, exploratory research  
Semi-structured interviews  
Snowball sampling

## DATA COLLECTION PROCESS

Semi-structured interviews via zoom Audio and Video  
Informed consent, anonymity, and confidentiality

## DATA ANALYSIS

Reflexive thematic analysis  
Triangulation: Team & AI coding, member checking

## INTERPRETATION & KNOWLEDGE PRODUCTION

Insights will inform the development of a book for Design professionals in Singapore