RESEARCH PORTFOLIO

**Table of Contents**

[1: My research experience 3](#_Toc131883998)

[1.1 Introduction 3](#_Toc131883999)

[1.2 Discussion 3](#_Toc131884000)

[1.3 Conclusion 3](#_Toc131884001)

[2: Research Philosophy and Ethics 4](#_Toc131884002)

[2.1 Introduction 4](#_Toc131884003)

[2.2 Discussion 4](#_Toc131884004)

[2.3 Conclusion 5](#_Toc131884005)

[3: Literature Review 5](#_Toc131884006)

[3.1 Introduction 5](#_Toc131884007)

[3.2 Discussion 5](#_Toc131884008)

[3.3 Conclusion 6](#_Toc131884009)

[4: Research Design 6](#_Toc131884010)

[4.1 Introduction 6](#_Toc131884011)

[4.2 Discussion 7](#_Toc131884012)

[4.3 Conclusion 7](#_Toc131884013)

[5: Qualitative Research 8](#_Toc131884014)

[5.1 Introduction 8](#_Toc131884015)

[5.2 Discussion 8](#_Toc131884016)

[5.3 Conclusion 9](#_Toc131884017)

[6: Qualitative Research 2 9](#_Toc131884018)

[6.1 Interview summary 9](#_Toc131884019)

[6.2 Discussion 9](#_Toc131884020)

[7: Ethnography and Observation 10](#_Toc131884021)

[8: Quantitative Research 11](#_Toc131884022)

[8.1 Introduction 11](#_Toc131884023)

[8.2 Discussion 11](#_Toc131884024)

[8.3 Conclusion 12](#_Toc131884025)

[9: Research in Action 12](#_Toc131884026)

[9.1 Introduction 12](#_Toc131884027)

[9.2 Discussion 13](#_Toc131884028)

[9.3 Conclusion 14](#_Toc131884029)

[References 15](#_Toc131884030)

[Appendix 1 Discussion Guide 18](#_Toc131884031)

# 1: My research experience

## 1.1 Introduction

I have research experience because during I had the opportunity to research on few topics like “Impact of Globalisation”, “Impact of digitalisation” and “Influence of social media”. However, I did not have a concrete idea of how to conduct research then. As a result, my research objectives were difficult to establish for me.

## 1.2 Discussion

I have mentioned in the introduction section I had exposure to research and I understand the potentiality of good and effective research. However, at the same time I am aware that how difficult it is to research a complex topic. The topics I have researched previously are widely explored among scholars and therefore, I did not face much difficulty to gather data for my research. However, in future, I would like to research complex topics and topics which are yet to be explored by scholars. Therefore, it is important for me to learn the technicalities and intricacies of different steps of conducting research.

I feel extremely exhilarated that I undertook this research method module because this module has genuinely helped to acquire an in-depth understanding of research. Previously, I was unaware of research philosophy, research design and their contribution towards research objectives. However, it is due to this module that I got the opportunity to gather knowledge on these aspects of research. Furthermore, this module has made me understand the effectiveness of an appropriate data collection method. Now, I can easily discern which method to choose for particular research. Moreover, I learnt about the ethical sides of data collection and I will never abridge those ethics.

## 1.3 Conclusion

To conclude, I would like to state here that this module has made me capable enough to conduct successful research and to follow all the required guidelines, which are integral parts of research. I firmly believe that the knowledge that I have acquired from this module will help support and help in my future endeavours.

# 2: Research Philosophy and Ethics

## 2.1 Introduction

This topic will elaborately discuss the research philosophy and its importance in research and ethical issues that the researcher has to encounter in the process of their research. Research philosophy helps the researcher to have a better understanding of the field of research and also aware the researcher about the potential area they may explore.

## 2.2 Discussion

Research philosophy is a method by which data will be collected about a phenomenon. It generally directs the researchers for conducting various procedures to prepare a strategy required in the research, to prepare a research design, and a questionnaire, and to gather sampling required for the research, it basically refers to the knowledge development for the researchers which helps in their research (Tamminen and Poucher, 2020). According to Saunders, there is four research philosophy which includes positivism, interpretivism, realism, and pragmatism, the choice of research philosophy generally influence the process of research. The two types of research philosophy will be discussed here:

Positivism: It lays emphasis on the facts that only observations of the external reality are valid, it focuses on the facts that are gathered and measured properly through a survey, experiment, and statistical analysis (Alharahsheh and Pius, 2020). In this approach of the research philosophy, researchers' roles are limited to data collection and interpretation. In this kind of research philosophy, the researchers abstain from putting their personal views while conducting the research, the research findings are basically observable and countable.

Interpretivism: This approach to research philosophy is just the opposite of positivism and often refer as the anti-positivism approach, as it involves the researchers interpreting the materials of the research, it lays emphasis that reality can only be accessed through social constructions like shared meanings and languages (Nickerson, 2022). This philosophy emphasizes more on qualitative data rather than quantitative data. As this philosophy is based on the experience of the individual researchers there is a chance of multiple interpretations which will create complexity in the process of the research.

One of the ethical issues in social science is that the researchers have to be concerned about privacy and confidentiality when the research is done the researchers are expected to keep their subjects confidential (Hürlimann and Hürlimann, 2019). Ethically the researcher has to obtain an informed consent form before conducting any research (Weinhardt, 2021).

## 2.3 Conclusion

From the above discussion it can be concluded that the positivist approach of the research philosophy completely relies on the quantitative methods used for the data collection on the other hand interpretivism is based on the interpretation of the researchers and rely on the qualitative approaches.

# 3: Literature Review

## 3.1 Introduction

This topic will elaborately discuss what is a literature review and what is the importance of the literature review in a research paper. A literature review is the summary of the topic of previous research articles. While writing a literature review the researcher makes a survey of various scholarly articles, books, and various other resources that are relevant to the area of the research.

## 3.2 Discussion

According to Jancovicz (2021), the literature review is the critical research of an analytical framework that the researcher can execute to work to investigate systemically the set of issues. The literature review should summarize, describe and evaluate the previous research work and in doing so it should be kept in mind that the work can be easily understood by the readers (Linnenluecke *et al.,*2020). It is important to acknowledge the previous researchers in the literature review. The literature review provides the greatest context of the research work it helps to identify the works of the scholars in the particular field, it also helps to get a clear picture of the previous research work highlights the loopholes in the previous research work, and helps to bridge the gap. A literature review helps to refine the topic and refocus on the same and helps in the evolution of the topic. A literature review is an integral part of academic research and is designed to identify the related topic of research to match the current research within a theoretical context. There are three types of literature reviews they are narrative, systematic, and meta-analytic reviews.

A narrative literature review is the overall review of the Literature that summarizes the literature work relevant to a particular topic of research (Juntunen and Lehenkari, 2021). This kind of literature review began with the particular topic and explains the theoretical and historical framework of the research paper.

Systematic literature review referred to as the best evidence synthesizes or is also known as the practice-based research synthesis (Paul *et al*., 2021). It is a comprehensive transparent review of the Literature to clearly define the topic in a systematic approach but usually involved a lengthy process.

Meta-analytic review is also known as the quantitative systematic review that provides the statistical approach of the research and helps to measure the size of the studies relevant to the question involved in the research (Mikolajewicz and Komarova, 2019).

## 3.3 Conclusion

From the above discussion it can be concluded that the literature review basically does not provide any innovative work it is the review of the previous work of the scholars and researchers. It helps the readers to get a historical knowledge of the previous authors, as well as the present research methods.

# 4: Research Design

## 4.1 Introduction

In this topic research design will be discussed elaborately and what is the importance of the research design in the research work by laying emphasis on Saunder’s research onion and how it helps in the research project. According to Saunder research design is a plan that aims to answer a specific question related to the research.

## 4.2 Discussion

Research Design is the framework chosen by the researcher for their research methods to conduct a study (Sileyew, 2019). The research design allows researchers to get an elaborate view of the research related to the subject. Research design includes research on the management of data and the collaboration of various components and methods of collecting data. There are mainly three Types of research designs they are data collection, measurement, and data analysis. Research Design is a systematic and structural approach to conducting research it should be done in a proper process so that the study ensures that it is reliable and produce a meaningful outcome (Busetto *et al*., 2020). Before creating a design research it is important to determine the research questions and to identify the theoretical framework of the study. An appropriate research design should be selected such as it should be in the form of a survey or case study or it will be based on the experimental purpose. It is necessary to identify the target population, the size of the sample, and the sampling method before creating the research design The methods of data collection should be properly implemented such as either it is through surveys, interviews, or observation. Research Design is a critical process while conducting research.

The research onion which was developed by Saunder describes the various stages through which the researcher passes to effectively formulate the research methodology and is a crucial part while conducting research (Mardiana, 2020). In the first layer, it is the research philosophy which explains the quantitative or the qualitative research philosophy, which is then adopted in the second layer of the onion. In the third layer of the onion, the strategy of the research is adopted and then the four layer the onion identifies the time required for the research finally, the fifth layer represents the methodology of the data collection (Assadpour *et al.*, 2022).

## 4.3 Conclusion

From the above discussion it can be concluded that through the proper method of Research Design, a researcher can ensure that the study is planned well and ethically. The benefits of this Saunder research onion are that it describes the process of various stages of data collection and can be understood easily.

# 5: Qualitative Research

## 5.1 Introduction

Qualitative research refers to the idea of exploring different ideas and formulating new hypotheses and theories. Qualitative research is widely used by scholars to critically study and analyse existing theories on different topics and later on establish their own hypotheses.

## 5.2 Discussion

Qualitative research enables researchers to acquire knowledge and understanding of existing knowledge. According to the views of Gale *et al.* (2019), the analysis process of the qualitative process incorporates interpreting, categorising and summarising. The primary difference between qualitative and quantitative research is that quantitative research uses statistical analysis for data analysis. It has been stated by Channon *et al.* (2020) that quantitive analysis requires many respondents, whereas, qualitative analysis requires few respondents. Furthermore, it has been argued by Guezenoc *et al.* (2019) that the questions of quantitative research are closed, but the questions of qualitative research are open-ended. As per the views of Bauer *et al.* (2021), the results of quantitative research are objective, on the other hand, the results of qualitative research are subjective in nature.

Interviews can be both qualitative and quantitative and both of these forms are widely used. It has been stated by Rutakumwa *et al.* (2020) that an interview can be considered in-depth or qualitative when few respondents participate in the interview but the interview continues for a long time. The major benefit of in-depth interviews is that it helps to develop new insights after the interview is over. On the other hand, as per the views of Adler *et al.* (2019), the number of respondents in focus group interviews is usually high, but the questions, which are asked during such interviews are usually multiple choice questions and objective in nature. Consequently, a focus group interview is not effective to develop new insights and it does not support a researcher to gain an in-depth understanding of his research topic.

However, the choice of qualitative or quantitative interview entirely depends on the topic. A researcher first needs to focus on the requirements of his research topic and therefore he needs to select between qualitative and quantitative research. When research topics require critical insights and different theoretical approaches, a researcher needs to follow qualitative research. On the contrary, in research topics in which the opinion of large respondents need to be collected, quantitative research should be followed.

## 5.3 Conclusion

To conclude, it can be noted here that qualitative research is essential to develop a hypothesis and a new theory. Qualitative research differs from quantitive research because quantitive research focuses on numerics and follows a statistical analysis. However, both of these two approaches are vital for research; the researcher needs to choose meticulously based on the requirements of his research.

# 6: Qualitative Research 2

## 6.1 Interview summary

This interview was conducted online and an eminent psychologist was interviewed on “Pshychlocial impact on one’s deviant behaviours”. Four open-ended questions were asked and his answers helped to attain deeper insights regarding the concerned subject of the interview *[Refer to Appendix 1]*.

## 6.2 Discussion

Human behaviour is shaped by his or her environment heavily influences one’s psychology. The interviewee noted during the interview that “Freud has stated that the human mind is multidimensional, there are three dimensions, which are conscious, subconscious and unconscious. According to Freud people learn from their environment and store their learnings in the unconscious dimension of their mind but from the unconscious dimension they can come to the conscious dimension.” this suggests that a child who grows up in an environment where he sees criminal activities taking place frequently, he is more likely to learn those activities.

The interviewee opined that “ human beings grow up in a specific environment and environment is both family and the society at large”. This suggests that society shapes one’s psychology from different angles. To exemplify, the interviewee argued that a child who lives in a chaotic family is more likely to develop a neurotic nature, on the other hand, a child who grows up in an affluent family develops cheerful behaviour. The interviewee further referred to Freud and stated that according to Freud if a person directs his criminal learning outward he becomes a criminal.

The interviewee noted that one commits criminal behaviour because they think the activity is justified. The psychology of the human mind here again plays a significant role because the concept of reward and punishment determines human behaviour. The interviewee argued that when a child observes that his misdeeds are rewarded and his good deeds are punished, he tends to believe that all good deeds are punishable. It happens also by observing others, a child may observe others getting a reward for criminal activities, consequently, when this child becomes an adult he develops those criminal activities in order to get rewards.

The interviewee stated that “behaviour is an intrinsic matter can it cannot be changed within just a few days. Habit formation plays a significant role here, the interviewee further stated that when someone is committing criminal behaviour frequently, it indicates that it has become his habit. Habit is one such thing that can be changed within a few days and to change one’s habit, one needs to practice the opposite habit regularly. Therefore, the ideal way to change one’s criminal behaviour is to direct the person to practice some good behaviour.

# 7: Ethnography and Observation

In my research I found that universities student faces a plethora of difficulties when they visit abroad to get an education. From the given portal (The Student Room, 2023), I have searched the problems of the students while accommodating themselves in other countries apart from their homeland. To get a proper education proper infrastructure is also necessary, few universities provide hostel accommodation for their students but they fail to provide proper infrastructure for living. Lighting is a great issue in the hostel room and thus they try to make up the most of the natural light. Apart from hostel facilities, a few students have to accommodate themselves in a rented apartment which they found difficult to manage, like if they forget to switch on the microwave or electric kettle it will be an imminent danger for them. Collection of parcels in case of an online order is difficult for the student living in the rented apartment as they will not be available all time. Another problem in student life that I came across in the research is that most university students are involved in part-time jobs which limited their study hours as they have to attend classes and do assignments. Covid 19 has also laid a great impact on the life of the student as there is a surge in unemployment and the economic crisis grows rapidly. A maximum number of students earn their living costs through part-time jobs but due to the impact of the pandemic, they lose their job and are thus unable to pay their university fees and unable to afford the accommodation cost. Few other problems that individual faces during their student life are social anxiety, depression, lack of motivation, racism, and much more. Time management is one of the major issues that student generally faces. Maximum use of social media makes the student more restless and impatient and they are exposed to more vulnerability. Online education has made students prone to depression due to social distancing norms.

# 8: Quantitative Research

## 8.1 Introduction

Quantitative research suggests that a researcher needs to measure different variables to support or reject a premise. Quantitative research is widely used for data collection and data collected for this research are analysed by statistical analysis. In quantitative analysis, the primary focus is on the quantity that is numbers. To conduct quantitative research, a researcher needs to have several respondents and the questions are usually set in multiple-choice format and all the questions are close-ended.

## 8.2 Discussion

There are various tools to conduct quantitative research, however, three major tools, which are widely used are - interviews and surveys, probability sampling, and controlled observations. According to the statement of Rahman, and Muktadir (2021), the tools of quantitative research are used to collect information from many respondents and thereafter the collected responses are analysed through statistics.

Interviews and surveys are the most common tools of quantitative research. Short and close-ended questions are set in a quantitative interview, and the number of participants is usually more than in qualitative interviews. In a qualitative interview, interviewees provide detailed answers. However, in a quantitative interview, the time limit for the interview is extremely short and interviewees need to answer only multiple-choice questions. Therefore, new insights cannot be developed from quantitative interviews but an objective idea can be obtained.

Probability sampling refers to the idea of selecting a sample from a specific population. According to the statement of Pierce *et al.* (2020), probability sampling randomly selects a sample and this selection process is based on the randomisation principle. This sampling technique is time-consuming and the researcher in such sampling face challenges of time constraints.

Controlled observations refer to quantitative research where a researcher observes the participants in a specific and controlled environment. This tool of quantitative research is also quite time-consuming because researchers need to first select the participants and then they also have to decide the time and place of observation. Furthermore, the major constraint to the application of this tool is the scarcity of participants.

After the above discussion, it has been revealed that quantitative research is more time-consuming, therefore, a researcher needs to devote a lengthy period of time to conduct quantitive research. However, in some cases where objective opinion is more applicable than subjective opinion, qualitative research does not prove to be effective and a researcher has to adopt quantitative research.

## 8.3 Conclusion

Conclusively, it can be noted here that the function of quantitative research is to help the researchers to attain objective information. Although quantitative research is time-consuming, it has to be adopted according to the need of the researcher and the requirements of this concerned research subject.

# 9: Research in Action

## 9.1 Introduction

In this topic the research in action will be analysed. Action research is defined as an approach through which the researcher and the client collaboratively diagnosis a problem and find a solution based on that diagnosis. It is applied to improve specific areas of research and is based on evaluation and proper analysis of the research based on the data collection in order to improve the research.

## 9.2 Discussion

Action research helps in the various aspect of the research, it helps to evaluate the practical relevancy of the research. In action research both quantitative as well as in quantitative methods are used, it also helps to gain knowledge about a problem that was diagnosed during the research (Mac Naughton, 2020). There are various approaches to action research they are positivist action research, interpretive action research, and critical action research.

The positivist approach to action research also called classical action research and describes research as a social experiment (Habib, 2020). It is widely accepted in the real world, to test hypotheses.

The interpretive action research is known as contemporary action research which describes research as socially constructed and focuses mainly on the specification of local factors (Plamondon *et al*., 2019).

Critical action research is a type of action research that adopts the critical approach to the research and aims to improve the same through a questionnaire (Ojha *et al.*, 2022).

In my research on the popularity of social media and its impact on marketing, I have undergone various surveys through online feedback, interviews, and through questionnaires in Google form by using the quantitative technique of action research. I have learned that social media has a huge impact on marketing and its popularity has laid a new opening in the space of digital marketing. Many popular bands have implied social media marketing strategies for advertising and promotional strategies. Nowadays social media create a platform for companies to get direct interaction with their customers by eliminating the retailer and wholesalers. Interaction between the brand and the customers is not limited to the yearly event with the advent of social media the interaction has become easier and more frequent starting from giving feedback to sharing grievances social media offers multiple opportunities to the customer and the companies. The user of social media are situated around the globe digital marketing provides a platform for the organisation to attract the attention of the customer from different parts of the world which helps the organisation to grow their business globally with less cost to promote their product.

## 9.3 Conclusion

From the above discussion it can be concluded that action research helps to evaluate any kind of loopholes and helps to improve the same.

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# Appendix 1 Discussion Guide

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| --- | --- |
| **Topic** | Psychological impact on one’s deviant behaviours |
| **Goal** | The goal of this interview is to gain critical insights on the impact of one’s psychology on his behaviour |
| **Questions** | * What is the relation between psychology and crime? * How does one’s environment influence his psychology? * Why do people commit criminal activities when they that they can get punished for their deeds? * What are the ways to rectify one’s behaviour? |
| **Mode** | Online |

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