

Unit 3

This unit gave a good understanding of research methodologies and designs. Learning the major differences between exploratory, descriptive, and other methodological techniques (qualitative, quantitative, and mixed methodologies) assisted me in critically evaluating which could be most suited to my topic.

I wondered what methodology would fit into my research in future, I believe it would benefit most from a mixed methods approach. Qualitative research involves interviews and focus groups to investigate the causes of events, whereas quantitative research focuses numerical data gathered through experiments and surveys to discover patterns and relationships. A more full insight might be provided by combining qualitative data to comprehend experiences and viewpoints with some quantitative data collecting, such as a survey.

The knowledge gained from this unit regarding research design have been invaluable in recognizing the impact of various methodological choices on a research's ability to answer questions, thereby enhancing my ability to make informed methodological decisions in the future.

References

QuestionPro, (2021) What is Research: Definition, Types, Methods & Examples. Available from: <https://www.questionpro.com/blog/whatisresearch/> [Accessed 5 August 2023].