



Applied Research Methods (MULT30018)

Tutorial 8
Nhan La

- To appreciate the pros and cons of quantitative and qualitative research
- To know how quantitative and qualitative methods can compliment each other
- To work on group presentations

- Statistical significance: where it applies and what it means
- Correlation coefficient and how to interpret it
- Percentages (R^2 only)
- Standardised (Beta) and Unstandardised coefficients (B)

- Work on formulating a research question:
 - Clearly worded
 - Researchable and Answerable
 - Clearly indicates what variables you are working with

- Follow the prescribed assignment outline
 - Use subheadings as per assignment requirements
 - Include only the appropriate information in each section
 - Don't lose paragraph structure in the substantive sections (i.e., Introduction and Expectations)

- Not just about the number
 - Are all your claims appropriately referenced?
 - Are your sources academic?
 - Are they appropriate for your argument (e.g., you are arguing that your research is on a particularly relevant and topical issue, yet your sources are really dated)?

- Variables are appropriate
 - DV has more than 2 categories and is on a scale
 - All IVs make numerical sense, recoded where necessary, dichotomized where necessary
 - For your final assignment consider third factors and include these in your regression model
 - For your final assignment, please also ensure that your variables don't have more nuanced issues (e.g., low response rate, no variation in responses)

- Have a coherent theoretical framework to support your research question and your expected outcomes (note: for final assignment your results are contextualized within that framework)
- Ensure that your variables are connected to the theoretical framework and are measuring (if not directly then by proxy) concepts outlined within the framework

- Make your hypothesis and research question more specific (introduce more complexity if necessary)
- Justify your choices
- Use theory, academic literature, previous research and make sure you have a coherent theoretical framework
- Write up your results using statistical values
- Analyze and theorize your findings
- Make sure you answer your research question and discuss it within the theoretical framework outlined in your lit review

1. Title
2. Introduction (outlining your research question/variable/theories)
3. Theoretical background/Literature Review
4. Method (incl. variables and techniques you will use for analysis)
5. Analysis (incl. cross tabs OR correlation AND regression)
6. Discussion (incl. limitations)

There were a total of 1189 participants included in the regression model ($N=1189$), and all eight independent variables explained 5.3% of variance in racial intolerance ($R^2=.053$). With age, income and education being controlled for, books, in depth reports and magazines were the most important of the information outlets in terms of the magnitude of their effect on racial intolerance.

Of all the information outlets, books had the greatest effect on racial intolerance ($\beta = -.089$), printed magazines had the second greatest effect ($\beta = .341$) and in depth reports had the third greatest effect ($\beta = -.062$). The daily newspaper and news broadcasts had very little effect ($\beta = .003$; $\beta = .014$).

The daily newspaper and news broadcasts were not found to be statistically significant ($p = .907$; $p = .619$).

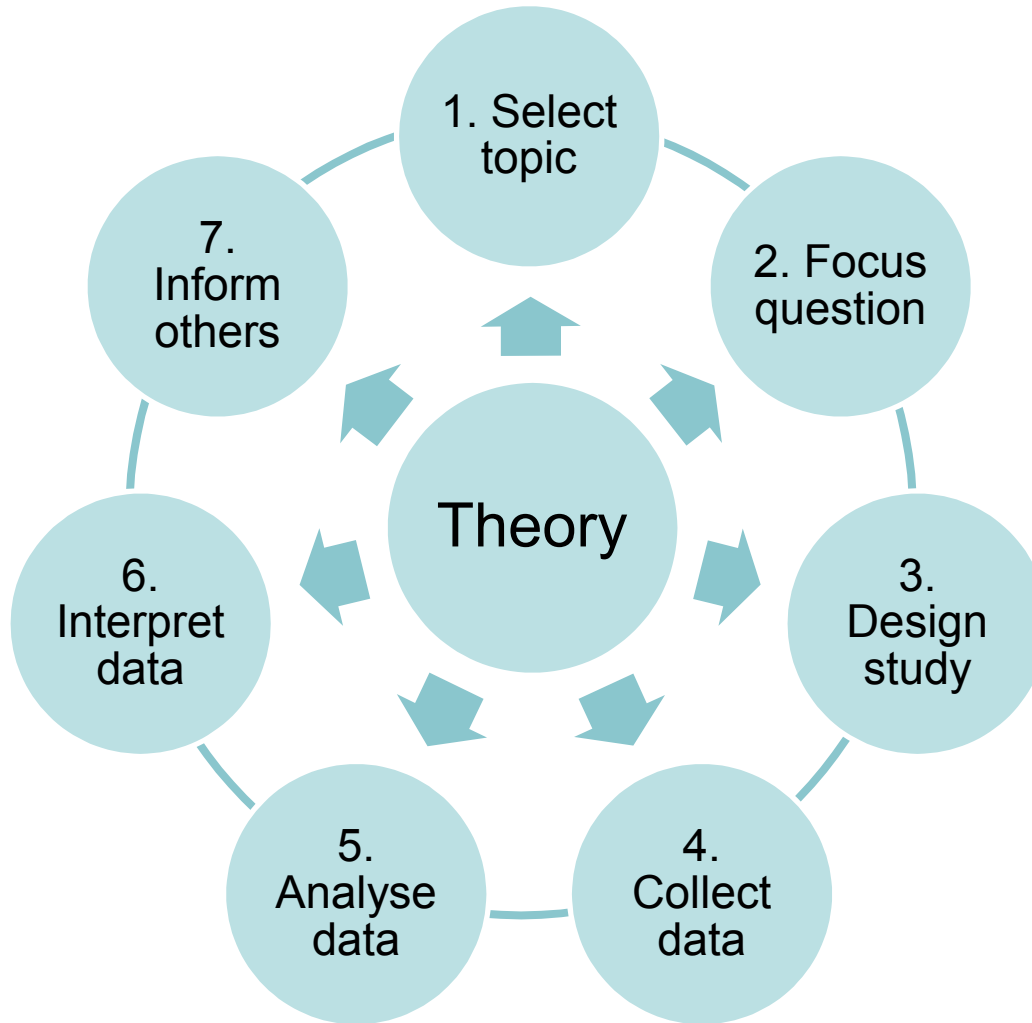
- 10 minute presentations
- 5-7 minutes for Q&A
- Audio/visual material encouraged
- Necessary to engage with concepts and provide examples
- Engage in course content (online lectures and required reading at a minimum)
- Additional readings on LMS
- Make it interesting — 50% of your presentation mark will be determined by your peers.

- Quality of ideas/innovation in the presentation
- Engaging presentation
- Clear sign of work having gone into the presentation
- Engagement with course content
- Answers to questions from class
- Overall quality of presentation

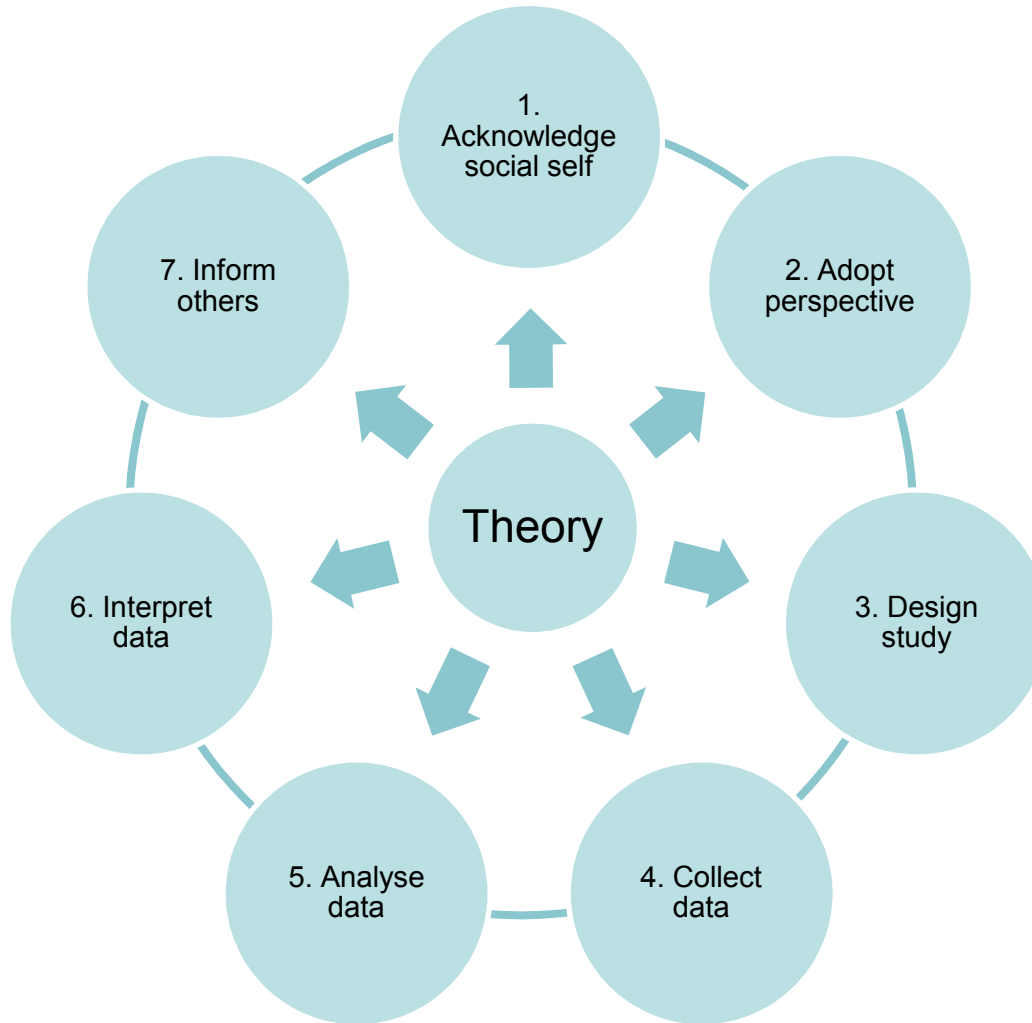
- Have a theme that you are exploring within your presentation
- Make sure it is coherent and you are exploring your selected topic within the thematic bounds that you set for yourself (e.g., you have selected 'use and abuse of data' as your topic, do everything as required by your topic and assessment requirements, but explore those questions within a specific theme, such as health or crime....)

- They both do different things
- Quantitative research:
 - Make generalisations to the broader population
 - Cannot always tell us what mechanisms are causing the thing we are interested in
 - Poor on setting and the context
- Qualitative research:
 - Uncover ‘lived experience’
 - Explore the issues we don’t already have some understanding of

Steps in quantitative research process



Steps in qualitative research process



- Choose a question that we have previously analysed using variables in WVS
 - Effect of income on happiness?
 - The relationship between age and support for Greens?
 - The relationship between religiosity and attitudes towards homosexuality?
- How can you study this question applying mixed methods approach?
- Would mixed methods approach be useful? Why?

- Walk-in consultation on assignment 4:
 - Monday, 02/10
 - 10 am – 1 pm



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