



University of Essex

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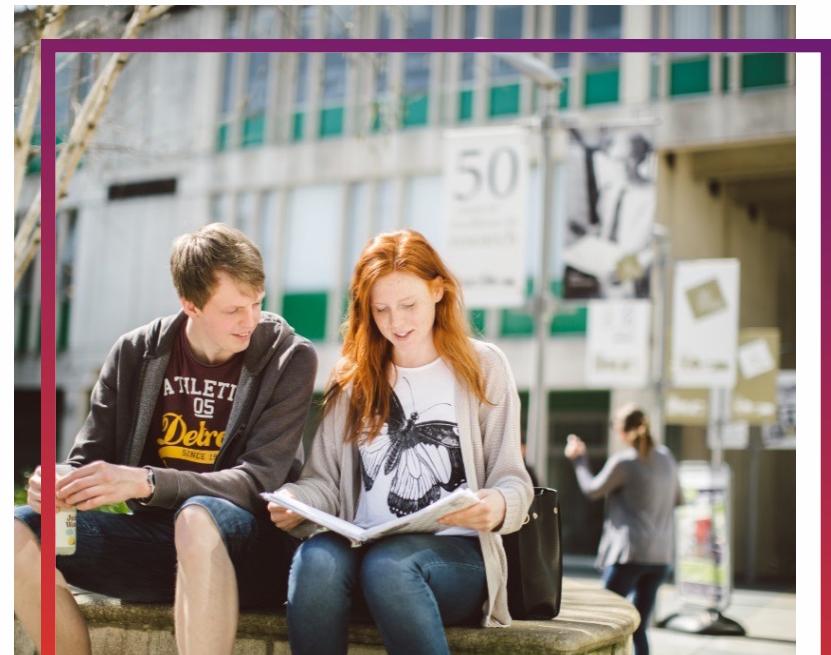
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# **Research Methods and Professional Practice – June 2022**

## **Seminar 3**

# Agenda

- Seminar 3
- Summary of the first part of the module
- Unit 4 and 5
- Next Steps



## Tutor Contact

- \* Email: anytime
- \* Office Hours: Mondays 5pm – 6pm (17.00-18.00hrs BTS) – in my Zoom lounge
  - >> Outside of this slot it is by appointment

Unit	Seminar Title	Date and Time
1.	Seminar 1 - Introduction	Wednesday 15th June 2022 at 2pm (14:00 BST)
3.	<u>Seminar 2 - Peer review Activity</u>	Wednesday 29th June 2022 at 2pm (14:00 BST)
4.	<u>Seminar 3 - Case Study: Privacy</u>	Tuesday 12th July 2022 at 2pm (14:00 BST)
8.	<u>Seminar 4 - Inferential Statistics Workshop</u>	Wednesday 3rd August 2022 at 2pm (14:00 BST)
9.	<u>Seminar 5 - Workshop on Presenting Results</u>	Wednesday 10th August 2022 at 2pm (14:00 BST)
11.	<u>Seminar 6 - e-Portfolio Preparation</u>	Friday 26th August 2022 at 5pm (17:00 BST)



## Module Structure

### Link to the calendar:

<https://www.my-course.co.uk/course/view.php?id=8475&section=2>

### Literature Review

- Critically evaluate existing literature, research design and methodology for a chosen topic and so produce a literature review on this topic.  
- 2000 words

### Weighting

30%

### Research Proposal Presentation

Presentation: about 15 minutes, you can work against a minimum of 1500 to a maximum of 2250 words in your oral presentation /transcript.

30%

### Individual e-Portfolio

The strict word count limit for the e-portfolio applies to the **reflection only** - 1,000 words

40%

Unit	Component	Deadline
7	<u>Literature Review</u>	23:55 hrs Monday 1st August 2022
10	<u>Research Proposal Presentation</u>	23:55 hrs Monday 22nd August 2022
12	<u>Individual Module e-Portfolio</u>	23:55 hrs Monday 5th September 2022

# Assessment -- Formative

## Formative and e-Portfolio Activities

To aid your development of an in-depth understanding of the syllabus, regular formative assessment is provided via case studies, exercises, and reflective commentaries. Furthermore, the formative feedback received will enable you to develop your understanding of what is required for the summative assessments. Although not all of these activities are weighted components that count towards your module grade, they are designed to help you gain a deep understanding of the module content and provide a foundation for understanding.

We recommend that you participate in all formative activities and make frequent entries to your **e-portfolio which is assessed in this module**.

You will find the main e-portfolio and formative activities below. Please make sure that you read the guidance in each unit to fully understand weekly study requirements. Also read the full e-Portfolio guidance for the final submission in unit 12.

Unit(s)	Component	Deadline	e-Portfolio/Formative
1 - 3	Collaborative discussion 1	End of unit 3	e-Portfolio
1	Reasoning Quiz	End of unit 1	Formative
1	Reflective Activity 1	End of unit 1	e-Portfolio/Formative
4	e-Portfolio Activity: Literature Review Outline	End of unit 4	e-Portfolio/Formative
6	Wiki Activity	End of unit 6	Formative
6	e-Portfolio Update	End of unit 6	e-Portfolio/Formative
7 - 9	Collaborative discussion 2	End of unit 9	e-Portfolio
8	e-Portfolio Activity: Research Proposal Outline	End of unit 8	e-Portfolio/Formative
8 - 9	Statistical Worksheet Submissions	End of unit 10	e-Portfolio
12	Self Test Quiz	End of unit 12	Formative

## Research Methods and Professional Practice – Unit

### Today's Discussion:

- The case about Ethics
- Why do we need this?
- Why it is more important for qualitative data?

# Research Methods and Professional Practice – Privacy

## The Case

Ricardo works for the records department of his local government as a computer records clerk, where he has access to files of property tax records. For a scientific study, a researcher, Beth, has been granted access to the numerical portion “but not the corresponding names” of some records.

Beth finds some information that she would like to use, but she needs the names and addresses corresponding with certain properties. Beth asks Ricardo to retrieve these names and addresses, so she can contact these people for more information and for permission to do further study.

Now consider, what are the ethical issues involved in deciding which of these options to pursue?

- If Ricardo is not responsible for determining allowable access, should he release the names and addresses?
- Suppose Ricardo were responsible for determining allowable access to the files. What ethical issues would be involved in his deciding whether to grant access to Beth?
- Should Beth be allowed to contact the individuals involved? That is, should the Records department release individuals' names to a researcher? What are the ethical issues for the Records department to consider?
- Suppose Beth contacts the individuals to ask their permission, and one-third of them respond giving permission, one-third respond denying permission, and one-third do not respond. Beth claims that at least one-half of the individuals are needed to make a valid study. What options are available to Beth?

## Research Methods and Professional Practice –Unit 1- Research Ethics

This can be reviewed by focusing on the **key principles** that need to be applied when preparing and carrying out your research project, as described by the Menlo Report (Bailey, 2013):

**Respect:** If you are using individuals, they must take part voluntarily. You must respect their decision to participate or not (gaining their **consent**). Your participants should also have the right to **anonymity** >> Also: **GDPR** (!)

**Beneficence:** The balance here is between maximising the benefit you gain from your research and the risk it may pose for the participants.

**Justice:** This relates to the **equal treatment** of your participants, as well as the fair distribution of the benefits of the research.

**Respect for Law and Public Interest:** A researcher should always engage in **legal due diligence and be accountable for their actions**. Research should be designed, reviewed and undertaken to ensure recognised standards of integrity are met, and quality and transparency are assured.

## Research Methods and Professional Practice – Ethics

### GDPR (EU LAW 2016)

- **Data protection**

- data should only be used for the specific purpose for which it was gathered in the first place;
- individuals have the right to access data held about them;
- data may not be **disclosed to third parties without permission** of the individual;
- if personal data are kept, these data must be appropriately protected;
- personal data should be kept for no longer than necessary.

## Research Methods and Professional Practice – Unit

- **Recruiting participants**

- selection criteria – will these be unbiased and lead to a reasonable cross-section of
- participants?
- what consent will be required from participants to take part (or their parents/
- carers/guardians)?
- will there be any financial incentive or otherwise to take part (which may affect the
- objectivity of the results)?
- will participants be able to withdraw at any stage (this should be allowed)?
- will any deception be involved – for example, intentionally to evaluate a reaction
- or unintentionally, which might affect the results?

**\*PIS**

**\*CONSENT  
FORM**

- **Sensitive information?**
- **Vulnerable groups?**



Your investigation might make use of more than one of these methods. Interviews are often used as a starting point to guide the content of a survey for example. Or you may want to run a survey before and after a process change or implementation.

## Research Methods and Professional Practice – Unit 5

Why do we need all this?

>> If we collect primary data involving people, we will have to go through this.

### Unit 5: Interviews and Survey Methods

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Welcome to week 5 where you will be introduced to the use of interviews and survey methods.

Conducting in-depth interviews is one of the most common qualitative research methods. It is a conversational piece, involving only respondent at a time. It provides opportunities for the researcher to get in depth details from the respondent.

A survey is one of the most important quantitative methods of collecting data. There are various types of surveys or polls and they are used to explore opinions, trends, etc. Online surveys are more generally used, with easier accessibility for the target respondents.

These methods are often used in research, but not always well. Often, they are used together to gain further insight into specific area of the investigation.

We will also introduce pre- and post-testing methods which can be used with any of the research methods you have seen. They present a viable “before-and-after” picture of the implementation of a new process or system.

## Research Methods and Professional Practice – Unit

### Next Steps

\* Coming Activities / Units / Methods to study



# Research Methods and Professional Practice – Recap U 1-7

Syllabus Items	Units	Activities
1. Scientific Investigation and Ethics	1	Discussion forum, Reasoning Quiz, Reflective activity - Ethics in ComputingPage
2. Research Questions, the Literature Review and the Research Proposal	2	Discussion forum, <b>Literature Review Guide Questions.</b>
3. Research Methods	3	<b>e-Portfolio Learning Activity</b>
4. Case Studies, Focus Groups and Observations	4	<b>Submit</b> a brief outline of your literature review for formative feedback to aid in Unit7 submission.
5. Interviews and Survey Methods	5	Reflective Activity2
6. Questionnaire Design	6	e-Portfolio update: Data Collection Wiki Activity: Questionnaires
7. Validity and Generalisability in Research	7	Collaborative Discussion 2, e-Portfolio update: Data Collection, <b>Submit a brief outline of your research proposal,</b> Hypothesis Testing worksheet. <b>Literature Review Assignment</b>

# Research Methods and Professional Practice – Unit

## Reflective Activity 2



### Case Study: Inappropriate Use of Surveys

In 2018, Cambridge Analytica was in the news in the United Kingdom and the USA (Confessore, 2018) for obtaining and sharing data obtained from millions of Facebook users. They obtained the data through innocuous surveys on Facebook (you may have seen this type of survey and probably participated at times). This is probably the highest profile of surveys used for alternative means and, probably, monetary gains. However, this happens often through various media.

Consider how exactly this happened and why it was used. Find one or two further examples of inappropriate use of surveys and highlight the impact of all these examples from the various ethical, social, legal and professional standpoints that apply.

Record your findings in your e-Portfolio. You can also submit your findings to your tutor for formative feedback.

## Research Methods and Professional Practice - Recap U 8-12

8. Inferential Statistics	8	Hypothesis Testing worksheet, <b>submit a brief outline of your Research Proposal</b> , Exercises
9. Analysing Qualitative Data	9	Discussion forum, Charts Worksheet and Analysis,
10. Research Writing	10	Submit your statistical worksheets <b>Research Proposal Presentation</b>
11. Professional Development – Your e-Portfolio.	11	e-Portfolio Preparation,
12. Project Management and Managing Risk	12	Self Test Quiz, <b>End of Module Assignment</b> - Individual e-Portfolio

## Questions?

