Unit 3 - Research Proposal Review

Initially my research and literature review were going to be based on data visualisation and its use to predict economic crises. However, upon review of the literature and the sources that could be used to generate a capstone project. I instead decided to base the literature review on how data visualisation is used by environmental campaign organisations to raise awareness on air quality. Being based in the UK means that is a plethora of more current data that could drilled into and moulded into a capstone topic such as the environment.

- **Which of the methods described in this week's reading would you think would suit your purpose?**

An assumption would that a quantitative method would be best as numerical data would be sourced from databases that hold real time information on measures such as temperature and air quality. This would be centred around a deductive approach where data would be collected to test the theory of green spaces being tied to lower temperatures and better air quality in cities. However, as stated by Saunders, Lewis and Thornhill (2019) business and management research designs are likely to combine quantitative and qualitative elements. A mixed method approach would be suitable as some quantitative findings can be further explored for this research.

- **Which data collection methods would you consider using?**

To support data gathered from databases and open sources, interviews could be conducted to further support the findings from qualitative data. This would lead to the

study being more exploratory where the researcher would seek to explore new information and ideas, the area of focus could be quite broad at first and then could become more focused (Dawson, 2015).

- **Which required skills will you need to have or develop for the chosen project?**

The ability to collect data from both primary and secondary sources if a mixed methodology were to be taken otherwise, the ability to acquire data from secondary sources would be ideal. Being able to anticipate the scope of ethical issues that could occur during research would be a skill that is a must for the chosen project.

Reference List:

Dawson, C.W. (2015). *Projects in computing and information systems : a student's guide*. 3rd ed. Harlow: Pearson Education.

Saunders, M., Lewis, P. and Thornhill, A. (2019). *Research Methods for Business Students*. 8th ed. United Kingdom : Pearson.