

**RESEARCH
SUCCESS**





Designing a Research Project

Second edition

Piet Verschuren
Hans Doorewaard

eleven
international publishing

Compulsory prescribed book from which all examples and figures were taken for lecturing purposes. Every student are provided with a legal copy of the book.

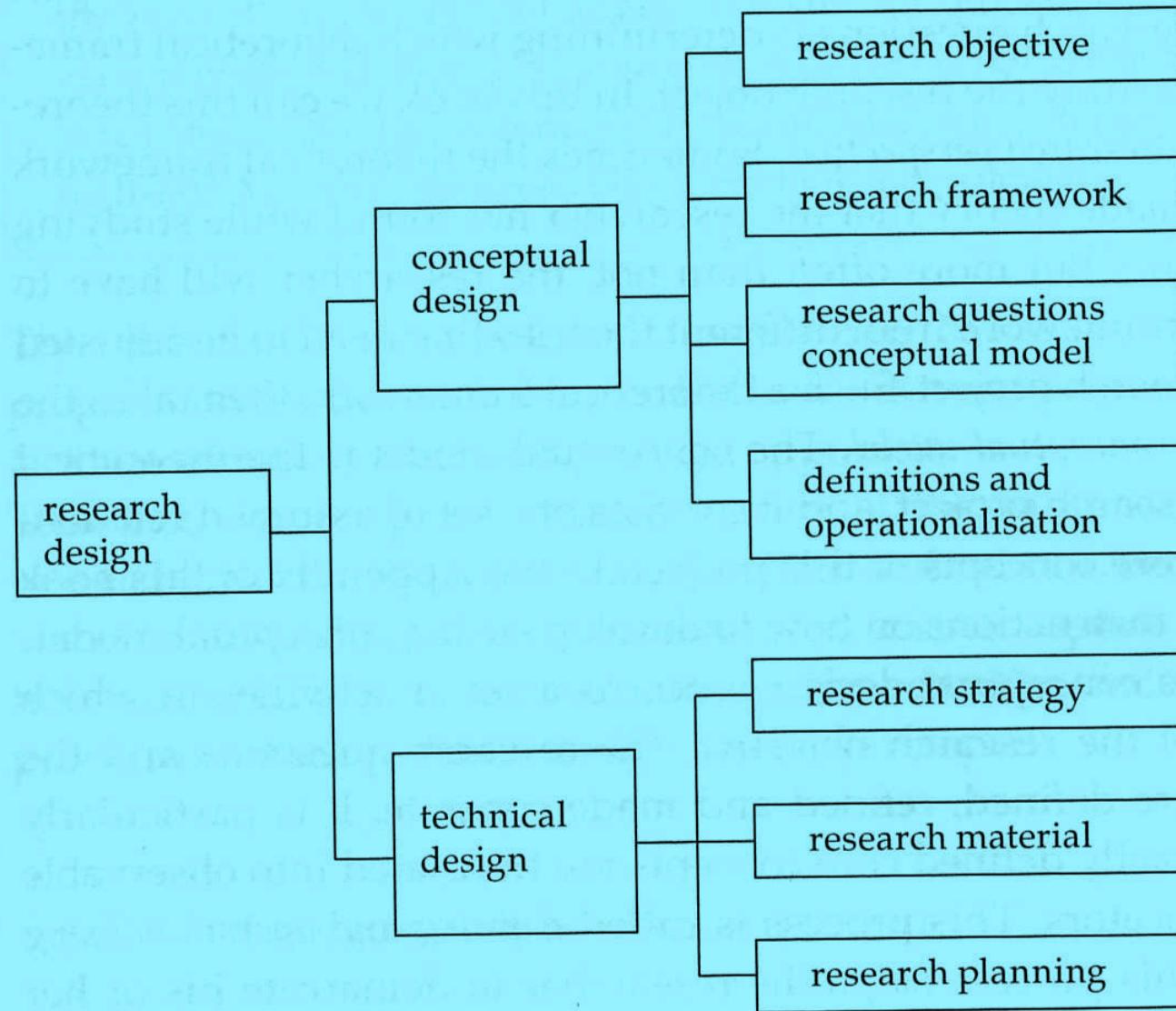
RESEARCH DESIGN IN A NUTSHELL



RESEARCH DESIGN

Discuss research design with reference to Figure 1.1 (next slide)

Figure 1.1 Overall picture of the research design



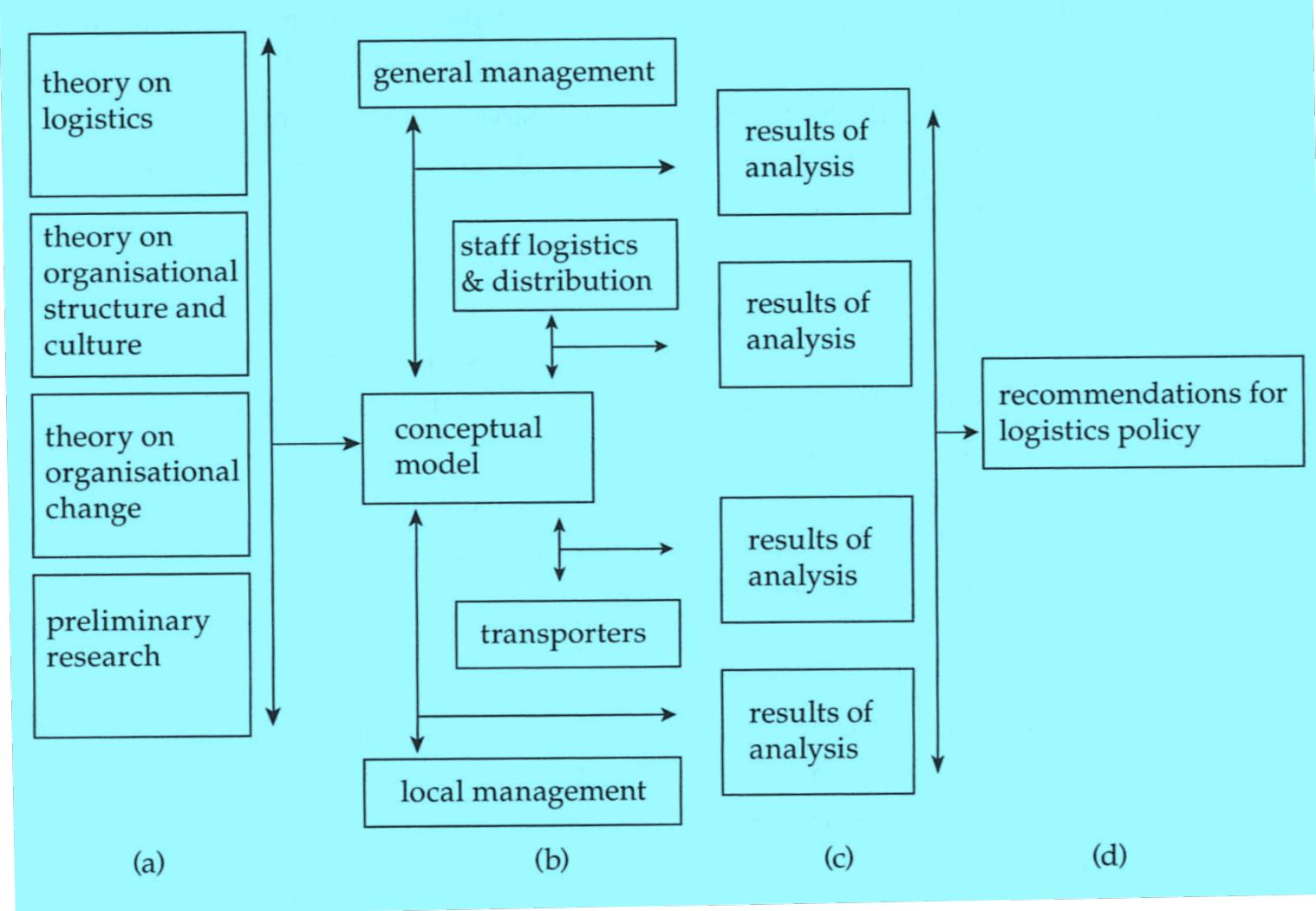
RESEARCH OBJECTIVE

Discuss project context, demarcation and how a research objective is derived.

RESEARCH FRAMEWORK

Explain what a research framework is with reference to Figure 1.2 (next slide) and the ‘logistics’ example

Figure 1.2 Research framework for researching the problem with the logistics

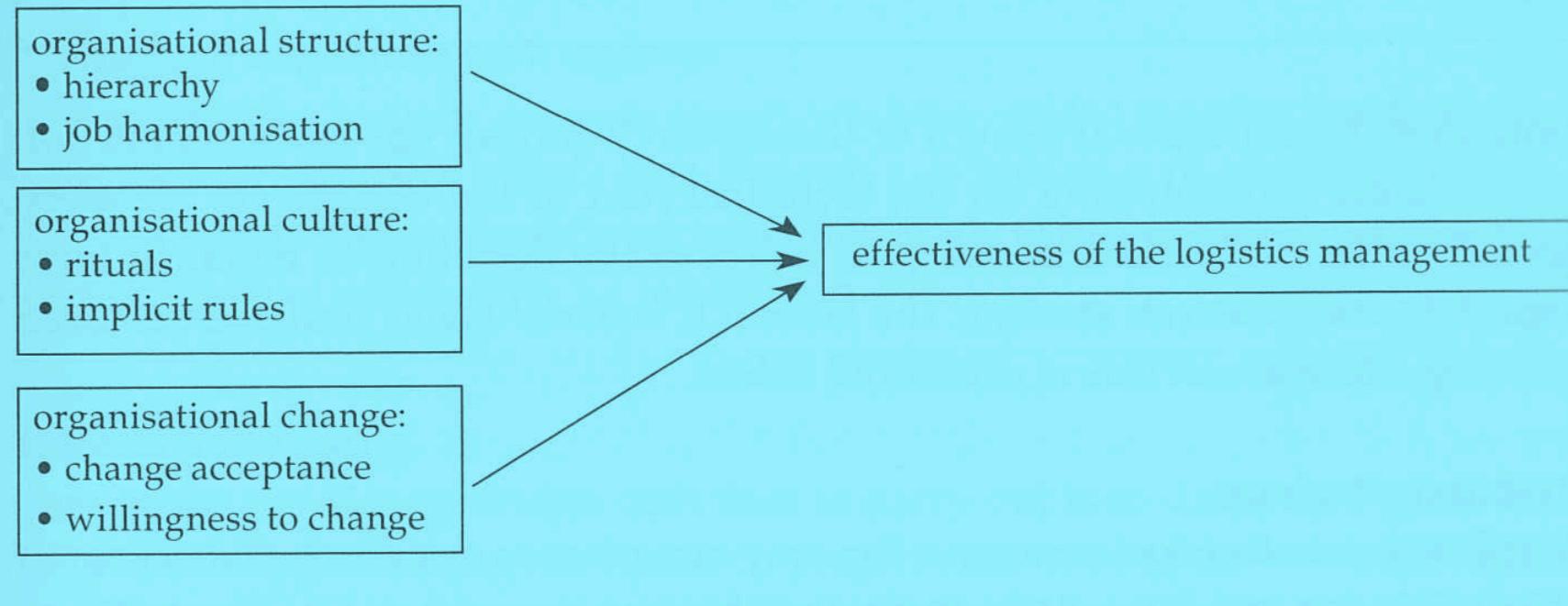


RESEARCH QUESTIONS AND THEORETICAL FRAMEWORK

Explain how research questions are selected and how they relate to the theoretical framework.

Explain what is meant by conceptual framework using Figure 1.3 (next slide) as an example.

Figure 1.3 Conceptual framework 'A problem with logistics'



DEFINITION AND OPERATIONALISATION

Briefly discuss why defining and operationalising the key concepts are important.

RESEARCH STRATEGY, MATERIAL AND PLANNING

Use single sentences to explain what is meant by

- Research strategy
- Research material
- Research planning

Designing iteratively:



CONCEPTUAL DESIGN





2: RESEARCH OBJECTIVE

Project context example: 'The quality of the environment':

You intend to carry out a theory-oriented research project on the concept 'the quality of the environment'. There is extensive literature on this subject providing a diversity of definitions in which various aspects of the subject matter are discussed. This situation makes up the project context of your project. In order to define your project's research objective, you have to explore the following project context:

What are the most important theoretical schools? What are the most important subjects of discussion in this domain? In what direction can we look for solutions that are considered useful by people active in this field? Further exploration will sketch a broad outline of the general framework within which the research project will be carried out.

Project context example: 'Communication Problems':

You are carrying out a research project for municipality A, where there is tension between the municipal organisation on the one hand, and the members of the municipal council on the other. You have been asked to examine these problems. The project context is the existing situation within the municipality. From an initial interview with your contact person at the municipality it emerges that the members of the municipal council feel that they are being insufficiently and inadequately informed by the town clerk's office. And vice versa, the town clerk's office staff believes that the members of the municipal council are not capable of indicating what kind of information they do or do not need.

Communication Problems....

These communication problems cause irritation, but they have never been explicitly discussed. The general view is that something must be done quickly, or else there will be trouble. The research project takes place within this project context and should contribute towards solving the communication problem

Project context example: 'Providence & Prudence':

You are studying business administration and you are looking for a suitable subject for your master's thesis. That is why you have asked the consultancy firm Mulder if it is possible to carry out your final project within the firm. You are lucky because the company would like to involve you in a current project at the insurance company Providence & Prudence. The insurance company has asked for assistance from the consultancy firm in order to implement a complex organisational and technological change project. Apparently, there is a lot of resistance towards the changes that have been planned. Everyone can still remember how the previous IT project failed.

Providence & Prudence....

The system was continually down, the work suddenly changed completely and staff had been promised all kinds of training programmes that were never offered. Hence, it was only to be expected that a storm of protest broke out after a new reorganisation plan was announced. After having consulted the management team, the General Manager of Providence & Prudence decided to call in the consultancy firm Mulder. A senior consultant subsequently visited the company and discussed the proposed plans with several staff members.

Suddenly you find yourself in the senior consultant's office and the question is: How does your master's thesis fit in with this? How may your project contribute towards these plans?

With reference to the ‘Providence and Prudence’ example, describe what is meant by project context.

List possible questions to be asked to determine the project context.

Explain what is meant by ‘research objective’.

Discuss the criteria to determine the quality of a good research objective.

Formula to verbalise a useful, feasible and clear research objective:

The research objective is ... (a) ... by ... (b)

In the (a)-part, the unmistakable contribution of the research project to the solution of the problem is comprehensively described. We previously called this the external goal of the research project, in other words, the aim of the research. The (b)-part of this formula entails a clear description of the way the contribution will be provided. This is the internal goal of the research project, in other words the aim within the project. Part (b) of the research objective provides an indication of the kind of knowledge, information and/or insight that is needed in order to achieve the intentions that are declared in part (a).

Part (a) formulation examples:

The objective of the research project is:

- to further develop theory X of author Y, dealing with the issue Z;
- to fill the void in theory X, dealing with the issue Z;
- to test theory X based on a domain in reality (empirical findings) Z;
- to help improve the existing policy X dealing with issue Z
- to contribute to the development of a new policy X dealing with issue Z;
- to make recommendations to the commissioning organisation Y to solve problem Z.

Part (b) formulation examples:

- by testing a set of hypotheses, deduced from theory X;
- by analysing the conditions for the validation of theory X ...;
- by comparing theory X and theory Y ...;
- by critically reflecting on the core concepts X and Y of theory Z.
- by providing an overview of the stakeholders' opinions of ...;
- by providing a clear insight into the problems of an organisation ...;
- by making an analysis of the factors which have caused the problem ...;
- by making an analysis of the gap between the desired and the current situation ...;
- by making a comparison between....;

Theory-oriented example: The quality of the environment

You define your theory-oriented research project by confining yourself to the recent theories and related research reports regarding the domains of 'environment and society' and 'environment and nature'.

Your project's research objective is to contribute to the further development of the theories regarding the quality of the environment. In particular, you focus on the following issues: (a) the environmental planning policy of the (local) government, (b) the environmental awareness of the inhabitants, (c) the physical climate, and (d) the social climate.

The quality of the environment...

This objective is achieved *by* providing insight, based on a literature study, into the similarities and differences between the ways the theories on environment and society on the one hand, and on environment and nature on the other, conceptualise the following issues: ‘environmental planning policy’, ‘environmental friendliness’, ‘physical climate’, ‘social climate’.

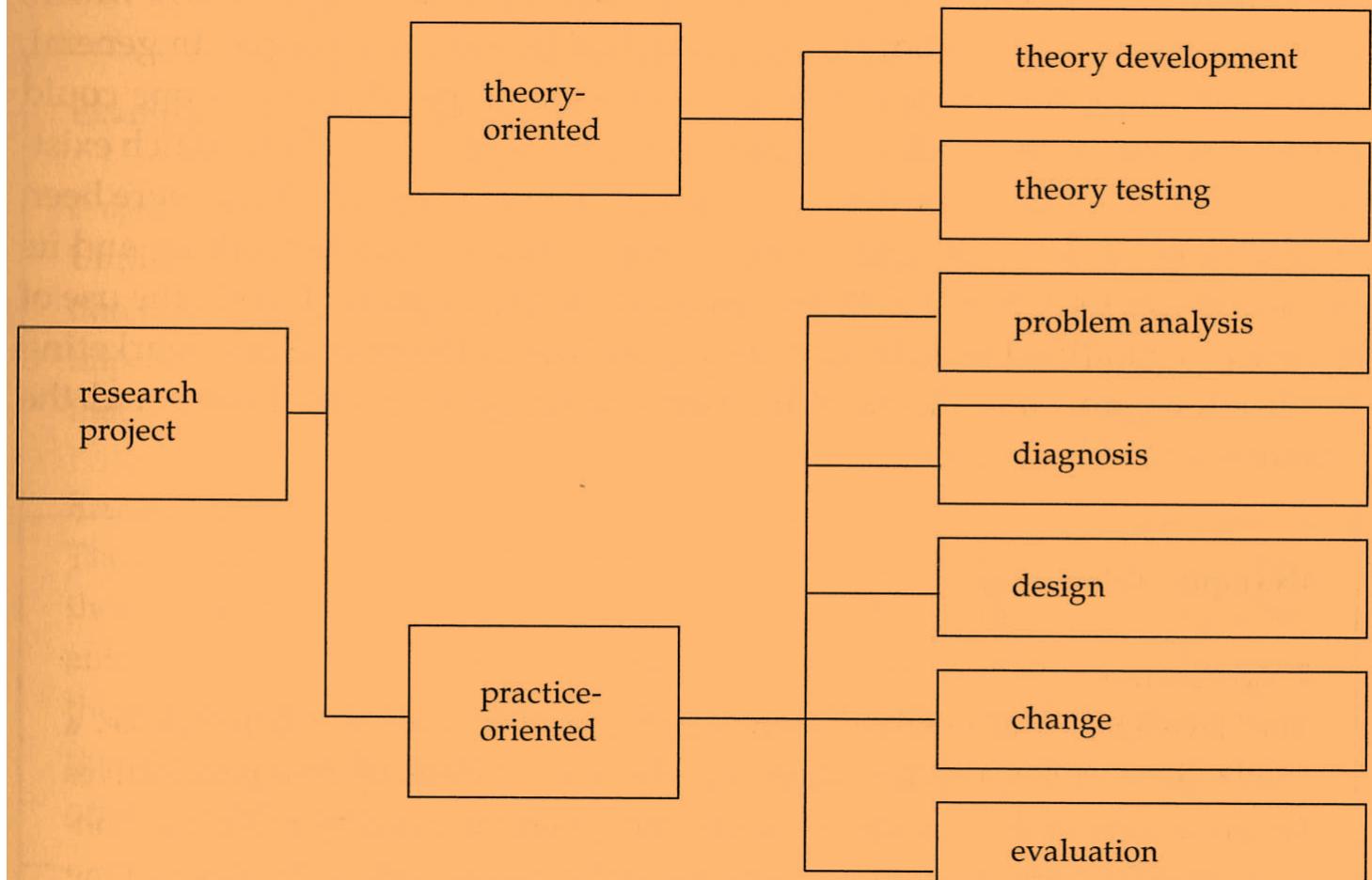
The results of this theory-oriented research project will not constitute a new theory, nor will they solve the theoretical problem entirely, but they will contribute towards the theoretical discussion on this subject and, as a consequence, towards the further development of science.

Practice-oriented example: Communication problems

You have defined your practice-oriented research project within municipality X by restricting yourself to presenting an overview of the existing views held by the groups within the municipal organisation regarding the communication problems and how solutions for these problems can be found. Your project's research objective is to make recommendations to the Town Clerk concerning the improvement of the communication policy within municipality X by providing an overview of the differences and similarities in the views held by the stakeholders regarding the background of the communication problems and the possible relevant solutions. Of course your project will not solve the communication problem, but the understanding provided can certainly contribute to the solution.

With reference to Figure 2.1 (next slide) explain the difference between theory and practice oriented research.

Figure 2.1 Types of theory-oriented and practice-oriented research



Theory developing example: 'Autonomy and stress'

Project context: Until now, one of the basic principles in the sociology of labour and organisation has been that giving people more control over their own job results in an improvement in the quality of labour. Recent publications, however, have shown that increasing autonomy sometimes creates more stress in the workplace.

Research objective: The research objective is to develop the theory on the quality of working life further, particularly with regard to the relationship between the core concepts 'job autonomy' and 'work stress' by providing insights in the relationship between the nature and occurrence of both group autonomy and individual autonomy on the one hand, and the physical and psychological manifestations of stress on the other, in four different case

Theory testing example: 'Income distribution'

Project context: The subject of income distribution is an issue that has been studied by sociologists and economists for a long time. It may be considered part of the general problem of the distribution of scarce goods. A second sub-problem or aspect of this general problem would be the distribution of professional status. When, while studying the income problem, the entire scope of the subject is considered as one coherent monolithic whole, more results may be obtained than when the sub-problem is studied separately from the sub-problems surrounding it. This is an example of the construction of a theory by abstraction

'Income distribution'....

Research objective: The objective of this research project is to improve the theory of unequal income distribution, in particular regarding the relationship between 'income distribution' and 'professional status' by testing several hypotheses on the possible connection between the professional status and the unequal distribution of income, to be derived from the theories on professional status and social inequality.

Assignment: 'Social Identification Theory'

Social identification theory is about the way in which people identify themselves, and how others identify them, regarding their position and status in society. Prior research shows that the events and the relationships, in small groups particularly, influence these processes of identification. Consider for example the influence that relationships and the events in the family, peer groups, with colleagues at work have. Organisation studies stress the importance of the Social Identification Theory. Experts suggest that especially the way team leaders behave - authoritarian or participative leadership - influences how the team members identify with their position in the organisation. Subsequently, the degree to which the team members identify with their work influences how loyal they are towards the organisation they work for.

Assignment....

- Formulate the research objective of a theory-developing research project within the project context described above.
- Formulate the research objective of a theory-testing research project within the project context described above.
- Indicate the major differences between both research objectives

In practice-oriented research the intervention cycle offers the researcher a helpful instrument for formulating the research objective.

Discuss the five steps or stages of an intervention cycle.

Problem Analysing Example: 'Multifunctional complex'

Project context: The local authorities and several multinationals in a certain region have designed a plan to build a large, multifunctional complex. The complex will accommodate soccer games and other sports events, art events and concerts. However, 'Green is Ours', an alliance consisting of several environmental organisations in the region, believes that not enough attention is being paid to environmental issues such as noise nuisance, air and soil pollution as well as damage to the biosphere. 'Green is Ours' intends to make sure that these environmental issues will be pushed to the foreground in the coming decision-making process. The chairman of the alliance 'Green is Ours' commissions a research project with the following objective.

Problem analysing example: ‘Multifunctional complex’

Research objective: The research objective is to make recommendations to the chairman of ‘Green is Ours’ in order to develop a communication policy which can help to put the environmental issues on the agenda during the political decision-making process concerning the multifunctional complex by mapping out the views held by the groups in the region concerned with the environmental aspects of the multifunctional complex

Assignment

Please read the following text carefully.

'Problems with the Board of Directors': An organised interest group in the public health sector contacts you with the following problem. The members complain that the board of directors does not protect their interests sufficiently, and as a result there is a growing dissatisfaction among the organisation members. In order to verify these statements, and in order to specify the nature of these complaints, the board of directors asks you to carry out a research project. In particular, they ask you to pay attention to the internal communication between the board and the members of the organisation.

.....The assignment is clear, but you must convince the chairman of the need to check whether there may be problems other than communication problems causing dissatisfaction among the members. Maybe the members are not happy with the board's lack of alertness with regard to societal developments in healthcare. Maybe the members have the impression that the board's policy focuses too much on internal matters and too little on what goes on outside the organisation. Perhaps only a few members have expressed these complaints whereas the silent majority of the members support the board's policy. All in all, it is necessary to explore the problem itself more thoroughly.

Formulate the research objective of a problem-analysing research project within the project context described above.

Diagnostic Research Example: 'Election Disaster'

Project context: Political party A was defeated on Election Day and the loss was much bigger than expected. The party management had no idea which of the many factors possible may have caused this defeat. Was it the party leader's lack of charisma, an unappealing election campaign, or the strong appeal that the competing parties' programmes had? Or were the results influenced by trivial factors, such as the weather conditions on Election Day, and the premier league football competition. The party management wants to know more about what may have contributed to the election defeat.

Research objective: The research objective is to make recommendations to the party management to improve the party's image in future campaigns by giving an overview of the factors which account for the electoral losses.

Diagnostic research assignment: 'Company medical officers'

In organisation B, HRM manager A has encountered considerable problems with regard to the role the company medical officers play in work-related conflicts. Employees often consult the company medical officers when suffering from illnesses which are obviously related to conflicts between the employees and their superiors. The company medical officers find that their loyalty towards the organisation conflicts with their care for the patients. Which would be the best role for the company medical officers to take when trying to help solve these conflicts?

Diagnostic research assignment: 'Company medical officers'....

- Formulate the research objective of a diagnostic research project - type background analysis - within the project context described above. Assume that there is only little prior knowledge about the relationship between work-related conflicts, illness and the role that company medical officers play when trying to help solve these conflicts.
- Formulate the research objective of a diagnostic research project - type opinion research - within the project context described above. Assume that there is prior knowledge about the relationship between work-related conflicts, illness and the role that company medical officers play when trying to help solve these conflicts.

Diagnostic Research Assignment: 'Company medical officers'.....

- Formulate the research objective of a diagnostic research project - type gap analysis - within the project context described above. Assume that there is prior knowledge about the relationship between work-related conflicts, illness, and the role that company medical officers play when trying to help solve these conflicts.
- Indicate the major differences between these three research objectives

Design Oriented Assignment

Please read the following text carefully.

The ‘Green Heart’: A central committee consisting of high-ranking officials, responsible for the spatial planning of three connecting counties, is commissioned to design a ‘Green Heart’ for the region. The Green Heart is the name given to a vast area that covers parts of all three counties, and that will have a rural and recreational designation. All committee members support the creation of such an area. Nevertheless, the three county governments have different opinions regarding the development of this area. Do we need more recreation in this area? Will we accept highways and railway tracks in the ‘Green Heart’? Under which conditions will we allow large-scale agriculture and livestock activities? The differences between the opinions are huge.

.....The county governments have different opinions about the general policy, and the officials differ in their opinions about the best way to implement the ‘Green Heart’. In addition, there are several environmental organisations that have their own ideas about these matters. Due to the major implications of the implementation of the different proposals, the three counties recently carried out a large-scale survey research in order to gather the opinions of all of the stakeholders involved. Subsequently, the central committee commissioned a consultancy firm specialising in environmental issues, to design a spatial planning plan regarding the implementation of the ‘Green Heart’. The goal is to develop a plan that is likely to be accepted by all three counties.

Formulate the research objective of a design-oriented research project within the project context described above

Intervention-oriented Assignment

Please read the following text carefully:

The ‘sound-proof barrier’: Because many citizens complained, the city government developed a policy regarding sound-proof barriers. The policy consists of a set of regulations which allow citizens in certain clearly demarcated zones in the city to apply for a subsidy in order to install sound-proof material outside their houses. The municipal department of environmental planning, however, has foreseen problems concerning the implementation of this policy.

Formulate the research objective of an implementation-oriented research project within the project context described above. Present a comprehensive (b)-part, in which you indicate the information, knowledge and insights the research project will produce.

Evaluation Research Assignment

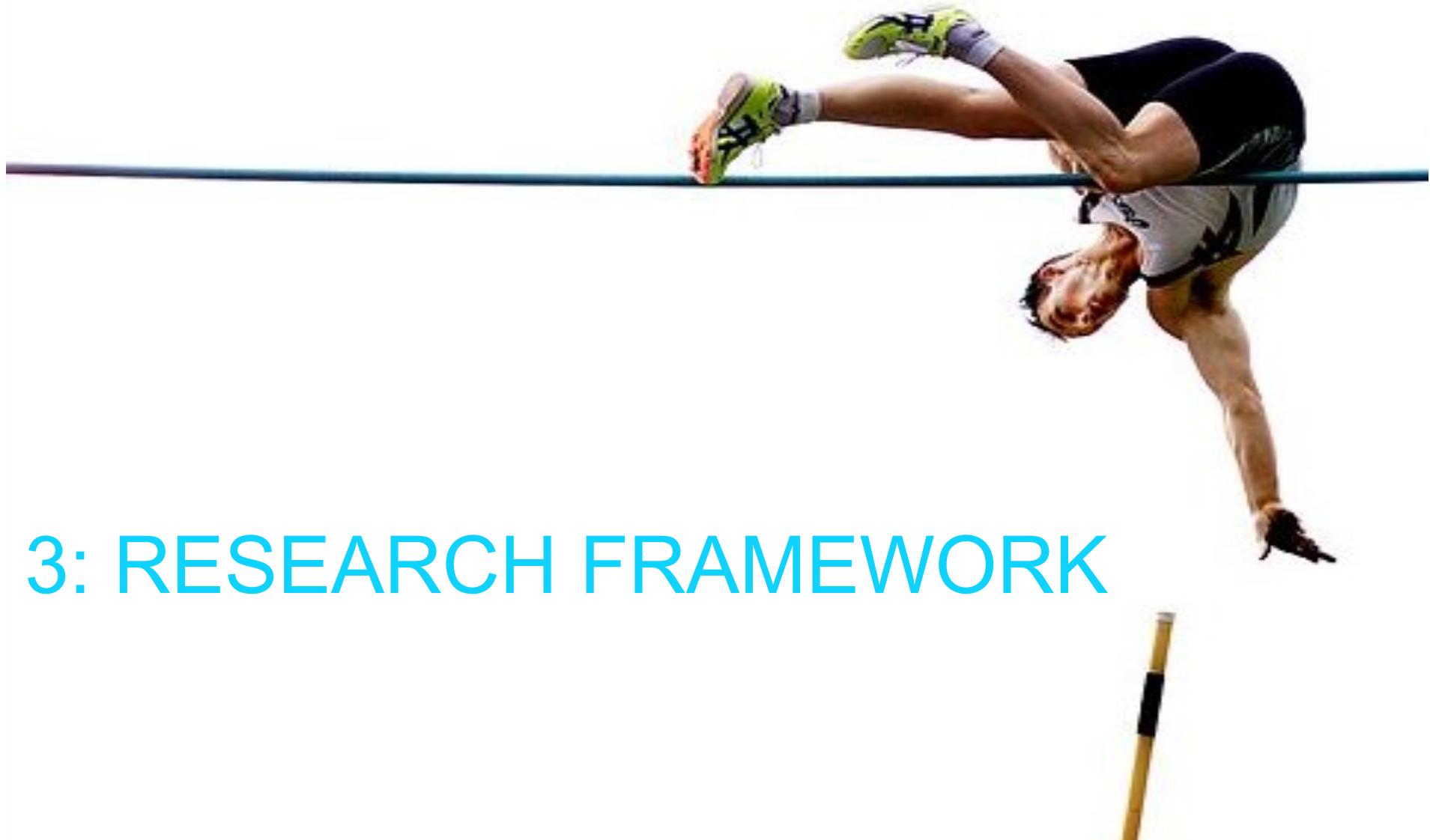
Please read the following text carefully.

'Traffic and transport policy': A few years ago the Provincial Executive developed a new plan concerning traffic and transport. This plan consists of the provincial policy regarding traffic and transport within the province. The plan was intended to reduce traffic jams by stimulating public transport. The plan was extensive and consisted of both the details of the target figures and the implementation strategy and project organisation. The question to be answered is whether the plan has been successful. The Provincial Executive commissions you to carry out an all-inclusive ex-post evaluation research project, focusing on product, plan and process evaluation.

Formulate the research objective of:

- an ex-post evaluation research within the project context described above, focusing on product evaluation;
- an ex-post evaluation research within the project context described above, focusing on plan evaluation;
- an ex-post evaluation research project within the project context described above, focusing on process evaluation

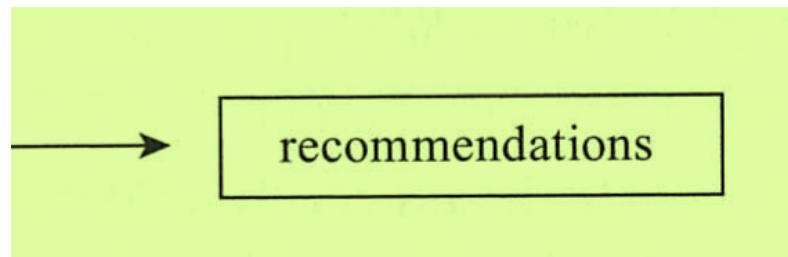
3: RESEARCH FRAMEWORK



The first step in constructing a research framework is to capture the research objective in a brief definition

Example ‘Farming policy’: Let us assume that the (a)-part of the research objective of your research project consists of making recommendations to the Provincial Executive for improving the effectiveness of the current farming policy for a local authority.

In this case, formulating well-founded recommendations for policy improvement is the intended result of the research project.



The second step is how to achieve the intended result. It stands to reason that this goal can be reached by studying an object.

Example ‘Farming policy’: In this research project you are studying the current local farming policy. This farming policy is the research object

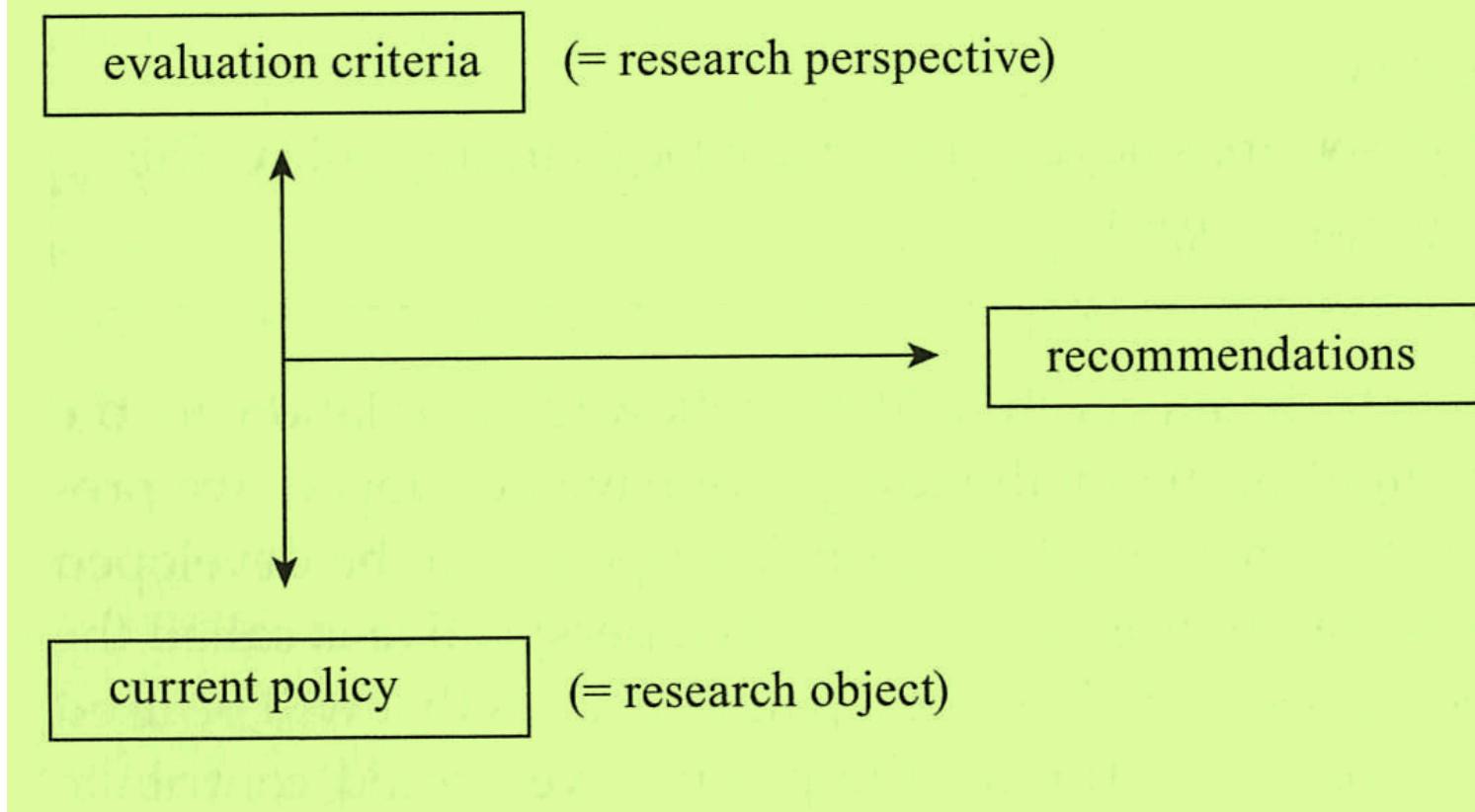
The third step is which approach will be followed in relation to the research object. In the light of the methodology we have developed, we propose to study this object from an explicit research perspective, to be developed by the designer. This research perspective is called the theoretical framework of the research. It is like a pair of glasses that will be used to observe the research object.

Example ‘Farming policy’: In this example you assume that an evaluation of the farming policy of the past few years will yield sufficient insight to help formulate sound recommendations for improvement. This seems to be a useful option. Moreover, you have chosen to carry out a critical evaluation of the current policy. In so doing, you have opted for an evaluative practice-oriented project, focusing on a product evaluation. The object of this research is the current farming policy. As a most important criterion you select the aims of this policy which the government has formulated. In this research you will check to see whether these aims have been met (goal realisation), and whether this effect was the result of the farming policy (effectiveness).

..... Apart from this criterion, you may choose other criteria in order to assess the contribution made to the policy success of the distinct policy components, such as the project organisation, the budget plan, the cooperation between the departments involved, and so on. The latter approach concerns a plan evaluation and a process evaluation. The complete set of criteria constitutes the research perspective. The intended recommendations are the result of your conclusions based on a confrontation of the implemented policy with the research perspective, in this case the selected criteria.

This is presented schematically below in Figure 3.2 (next slide).

Figure 3.2 Research perspective and research object



The fourth step is to specify the research perspective. Generally, this cannot be found ready-made and the researcher will have to develop an appropriate theoretical framework, one which is suited to the analysis of the research object at hand. In a scientific research project a researcher constructs this framework mainly by studying relevant literature and - when appropriate - by conducting preliminary research.

Example ‘Farming policy’:

In this example the research perspective - i.e. the set of evaluation criteria - will result from a study of various theories on the effectiveness of farming policy. In this particular case, organisational development theories, theories on farming and public management theories would appear to be relevant. These theories can be expected to incorporate precondition and criteria, which in turn can serve as a basis for evaluation of this policy. Eventually this is supplemented by a pilot study consisting of open interviews with experts.

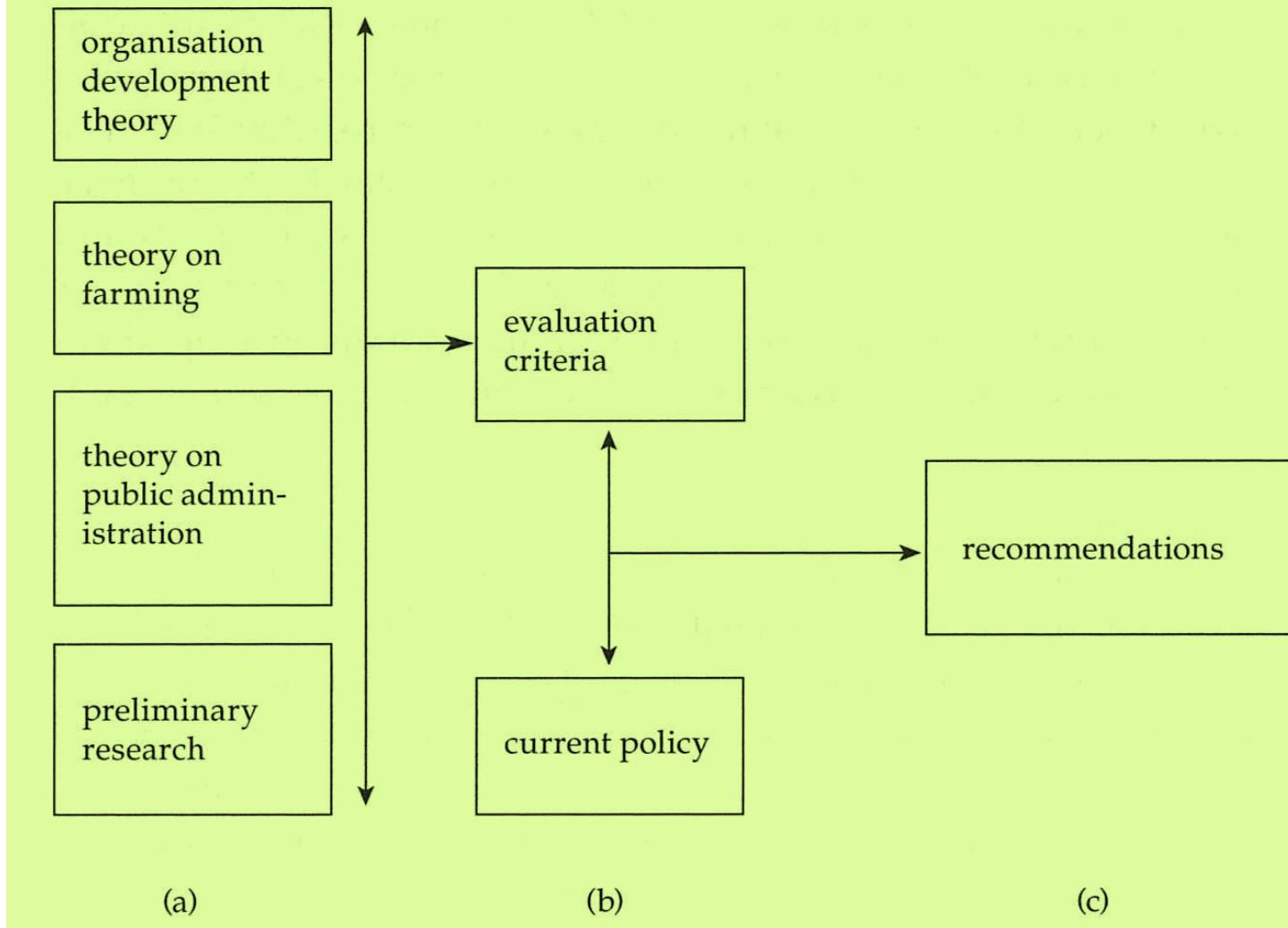
The completed research framework is pictured in Figure 3.3 (next slide)

What was developed right-to-left is now pictured and explained left-to-right:

Example ‘Farming policy’ (Figure 3.3):

- (a) A study of recent theories and research reports in the fields of organisational development, farming and public administration, completed following preliminary research, yields criteria
- (b) on the basis of which the current local farming policy is evaluated.
- (c) The results of this assessment are processed into proposals for improving the provincial farming policy at hand

Figure 3.3 Research framework 'Farming policy'



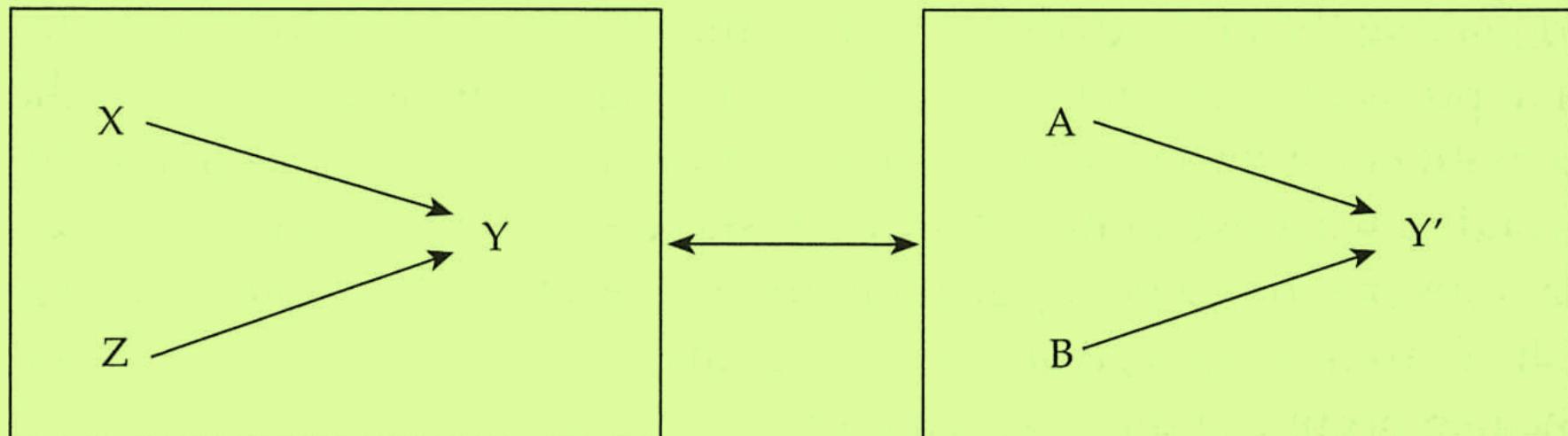
Discuss how the nature of the research perspective will differ for the following types of research:

- Theory developing research
- Theory testing research
- Problem-analysing research
- Diagnostic research
- Design-oriented research
- Intervention-oriented research
- Evaluation research

Briefly discuss the sources for deriving a research perspective.

Explain diagnostic gap analysis with the aid of Figure 3.4.

Figure 3.4 Diagnostic gap analysis

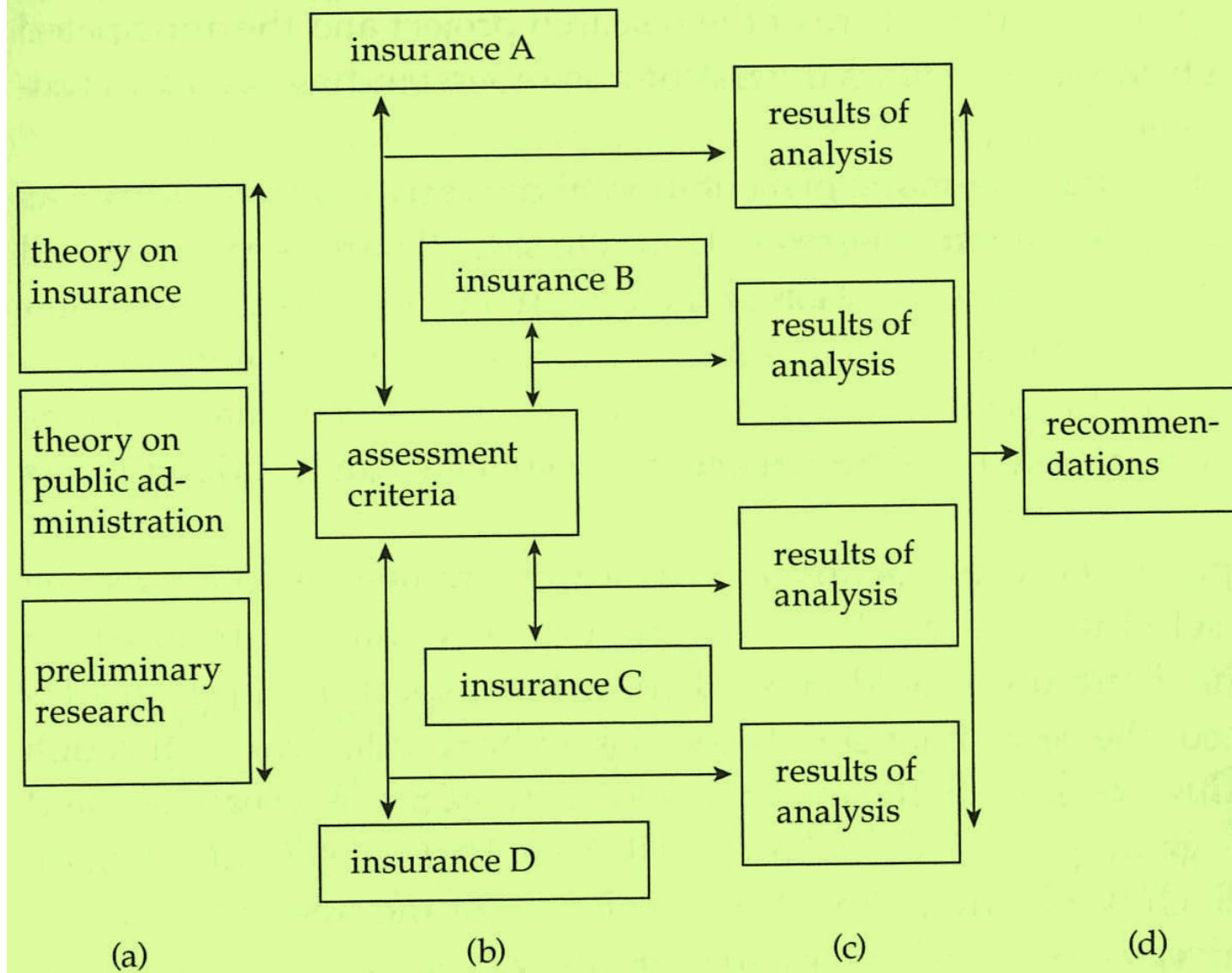


Example ‘Catastrophe insurance’:

A researcher intends to make recommendations for insuring national disasters such as floods and earthquakes. To this end, four types of catastrophe insurance (research objects) are assessed using criteria for efficient catastrophe insurance (research perspective).

Assignment: In detail discuss a possible research framework for the ‘catastrophe insurance’ example with the aid of Figure 3.6 (next slide).

Figure 3.6 Research framework 'Catastrophe insurance'



Example ‘Project management system’:

Project context: For several years the Ministry of the Interior of the Netherlands has had difficulties in supporting municipalities implementing the computerised MPA system (MPA stands for ‘municipal population administration’). Two years ago, the project manager, whose job it was to implement the governmental policy plan ‘Improvement MPA’, implemented a new project management method Y in order to support the implementation of MPA in a number of large municipalities. The question, however, is whether this project management method Y has been successful. This is the subject of a public management evaluation research project.

Example ‘Project management system’:....

Research objective: The research objective is to make recommendations to the project manager of ‘Improvement MPA’ with regard to improving the management of MPA-projects by making an assessment of the effectiveness of ‘Improvement MPA’, based upon an evaluation of the cost control, time management and internal communication regarding the MPA projects in four large municipalities when adopting project management method Y.

Assignment: Briefly discuss the seven steps for constructing a research framework for this project with reference to Figures 3.7 and 3.8 (next two slides)

Figure 3.7 Conceptual model project management systems

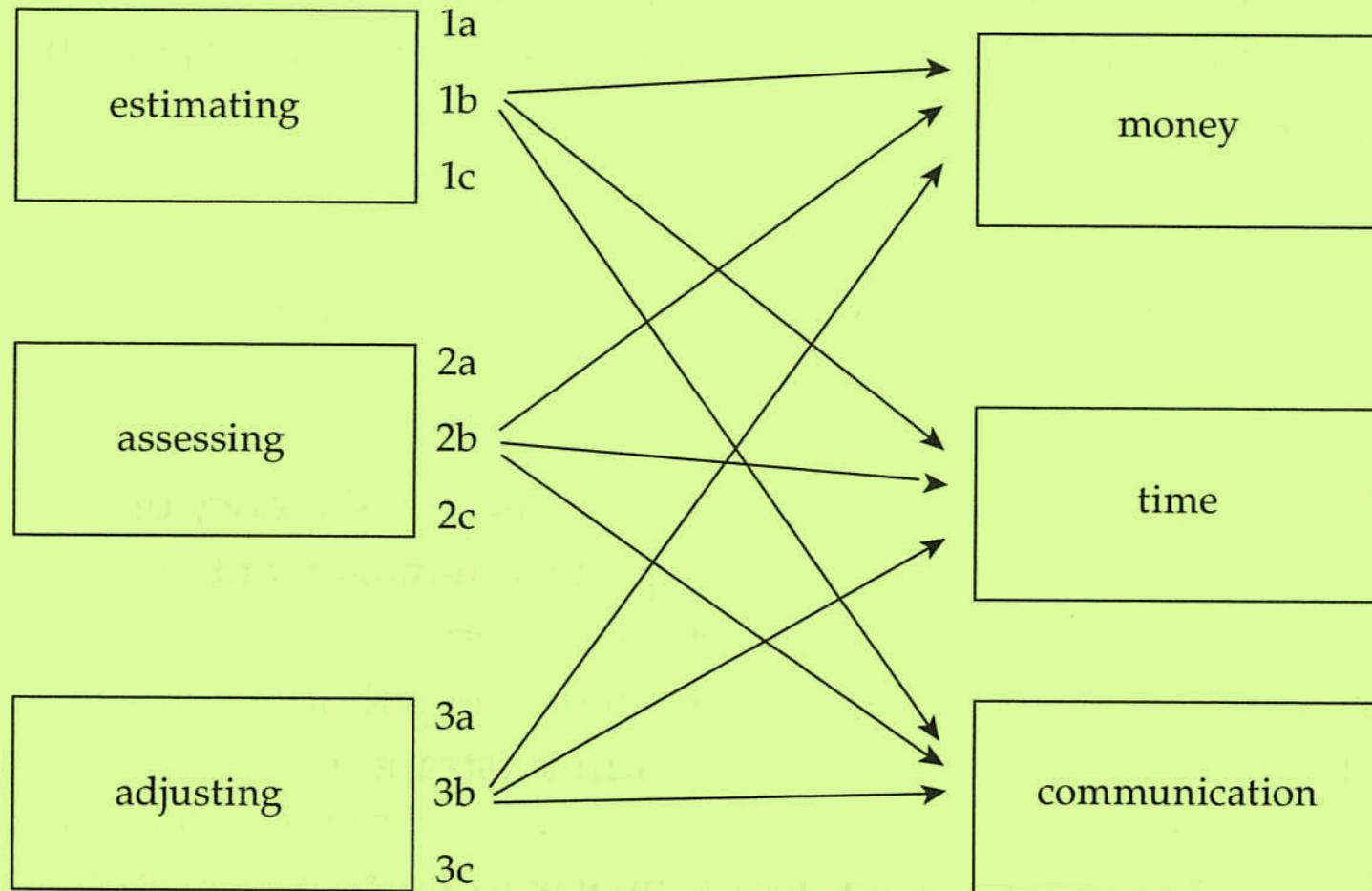
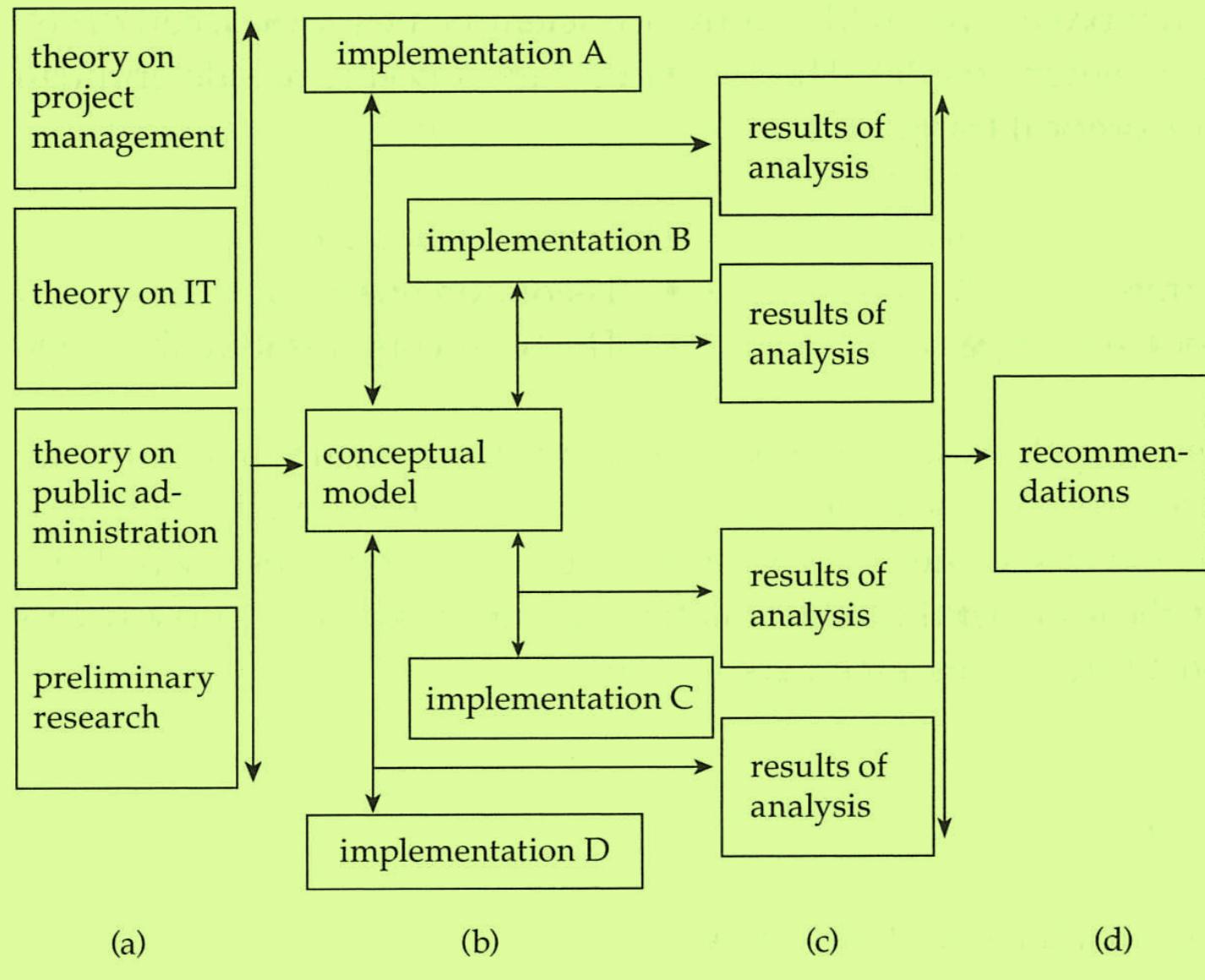


Figure 3.8 Research framework 'Project management systems'



Example 'ABG/JOVA':

The general management of AGB/JOVA, a major bank, is convinced of the need for the reorganisation of its centralised organisational structure into a structure of decentralised business units in which each unit is responsible for its own performance and budget. The general management puts the staff unit Organisational Change in charge of drawing up a reorganisation plan. A project such as this is highly complex and the questions the organisation is dealing with are very diverse: How many units and sub-units need to be created? How are they going to interrelate? Who is responsible for what? And so on. Moreover, there is a financial aspect. How to organise the budget responsibility, and how to draw up a management contract?

Example 'ABG/JOVA':.....

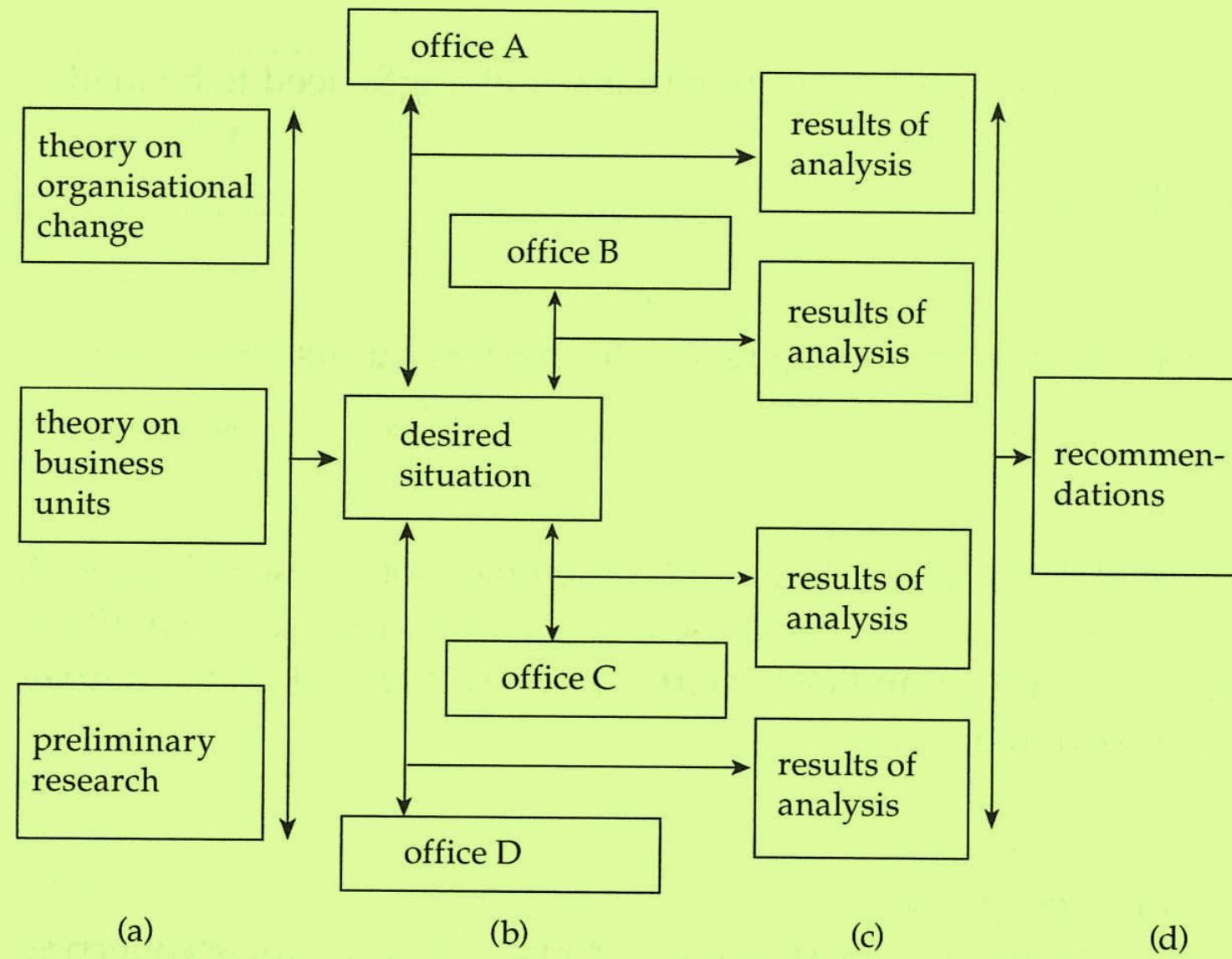
How will you make sure that all managers stick to this contract? And as for the reorganisation itself, how do you go about planning the implementation of such a new organisational structure? The head of the staff unit starts by making a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the organisation. under what conditions can the business unit concept be implemented successfully, and to what extent does the organisation meet these conditions? Imagine that you are the researcher assigned to carry out this project. You know that at least certain matters have been clearly established by now. The project context is clear, i.e. the reorganisation plan for AGB/JOVA.

Example 'ABG/JOVA':.....

The research objective has been defined as well, which is to make recommendations to the general management of AGB/JOVA for the setting up of business units successfully by providing an overview of the critical success factors within the organisation. However, the question remains how sound recommendations can be made. This question is not an easy one to answer. What exactly are you going to research? In other words: what is your research object? What sort of information will you need and where do you plan to get it from? Do you need to visit other banks besides AGB/JOVA? What relevant literature is there?

Assignment: Briefly discuss the seven steps for constructing a research framework for this project with reference to Figure 3.9 (next slide).

Figure 3.9 Research framework AGB/JOVA



Assignment:

Design a research framework for the following service related project:

Project context: HFT is a university that has 18,000 students. One of the supporting units is the unit Facility Services. Lately, this unit has been reorganised. In the past, all activities were planned and carried out locally. Now, management has chosen a centralised approach and a uniform and standardised service. Confronted with this new infrastructure, the employees are showing a growing discontent, which affects the team performance negatively. There are tensions, both between the management and the employees, and among the employees themselves. There is, so to say, a low level of proper 'organisational citizenship behaviour'.

Assignment:.....

Research objective (diagnostic): The research objective is to make recommendations to the management team of Facility Services with regard to improving the team performance policy of HFT by making an inventory of the views held by the management, the employees and the clients inside the university, about both the effects of the current management's and the employees' 'organisational citizenship behaviour' on the team performance, and the options to improve the 'organisational citizenship behaviour' in such a way that the team performance will improve.

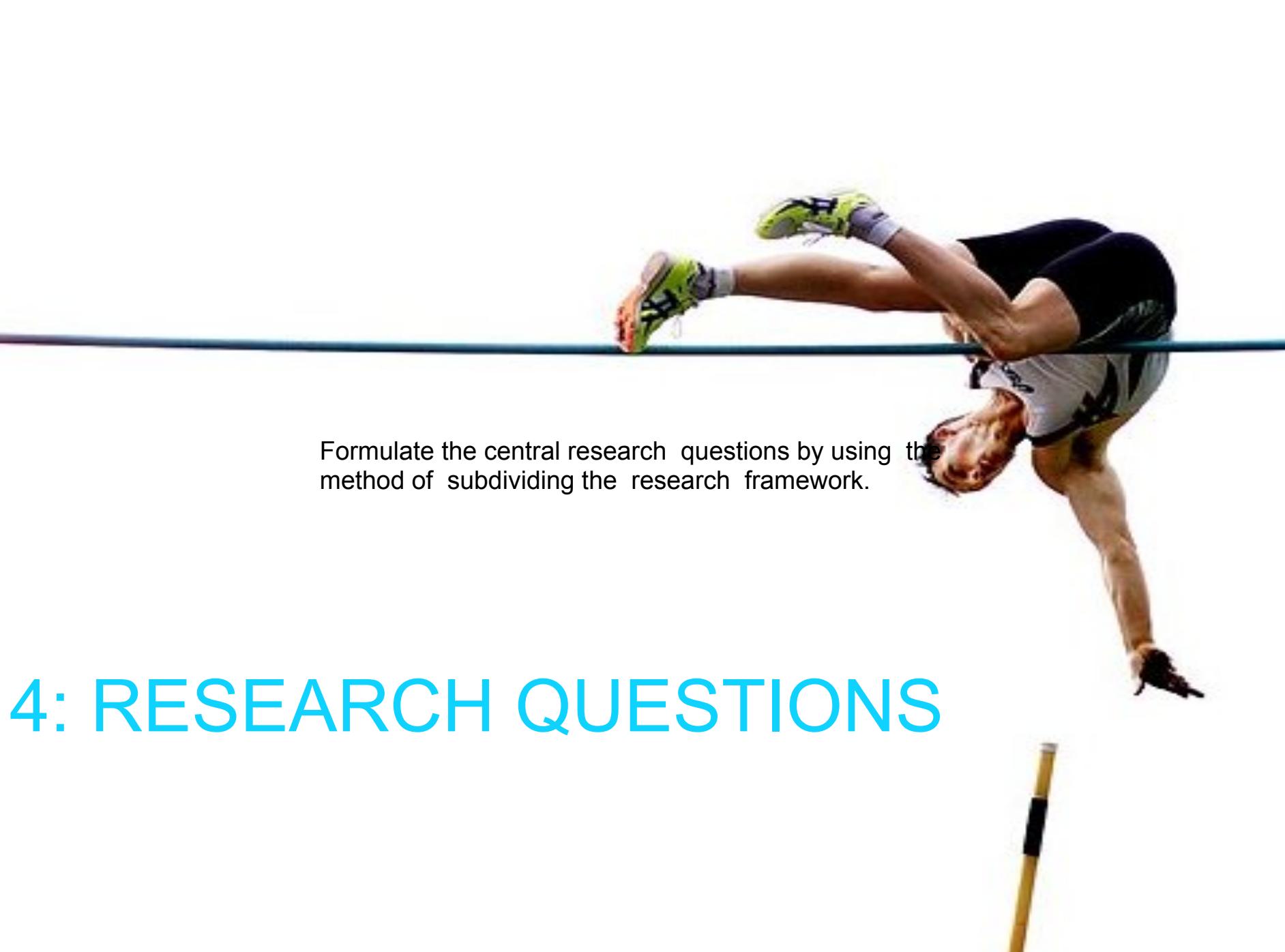
Assignment:

Design a research framework for the following HR related project:

Project context: The management team of a consultancy organisation X wants to develop their HRM policy which will help ensure that they select talented people and train them in such a way that everyone is capable of performing the assigned job in the best way: the right person in the right place. They also want to improve their retention strategy, because too many talented people are leaving the company. At the moment, they have their doubts about how successful the current HRM policy in this respect is.

.....

Research objective (diagnostic): The research objective is to make recommendations to the management team of X with regard to improving the HRM policy when selecting, training and retaining talented employees by giving insight into the gap between the current HRM policy regarding human talent on the one hand, and a desired HRM policy on the other.



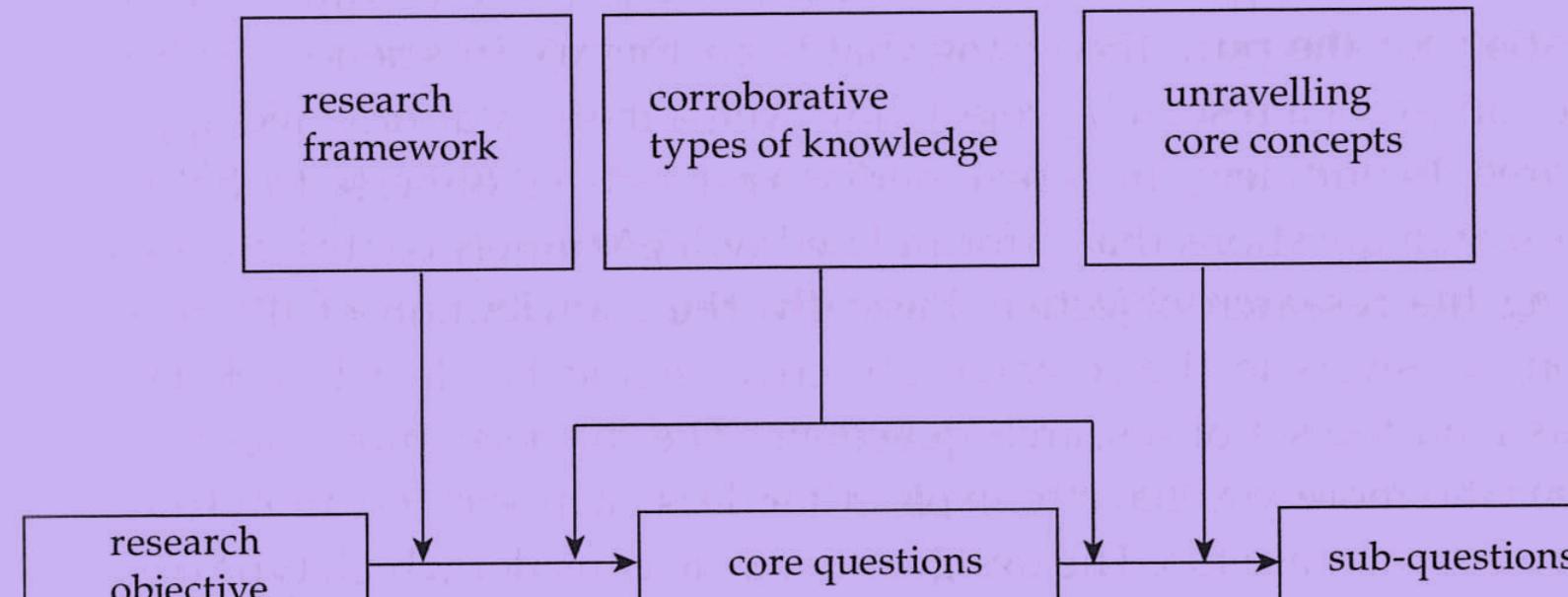
Formulate the central research questions by using the method of subdividing the research framework.

4: RESEARCH QUESTIONS

CHARACTERISTICS OF RESEARCH QUESTIONS

Discuss three methods for deriving research questions with reference to Figure 4.1 (next slide)

Figure 4.1 Three methods for deriving research questions



A research question should meet both the efficiency and steering requirements. Discuss what is meant by steering and efficiency.

Discuss the two criteria for measuring the steering requirement.

Explain the link between the central questions and the research objective.

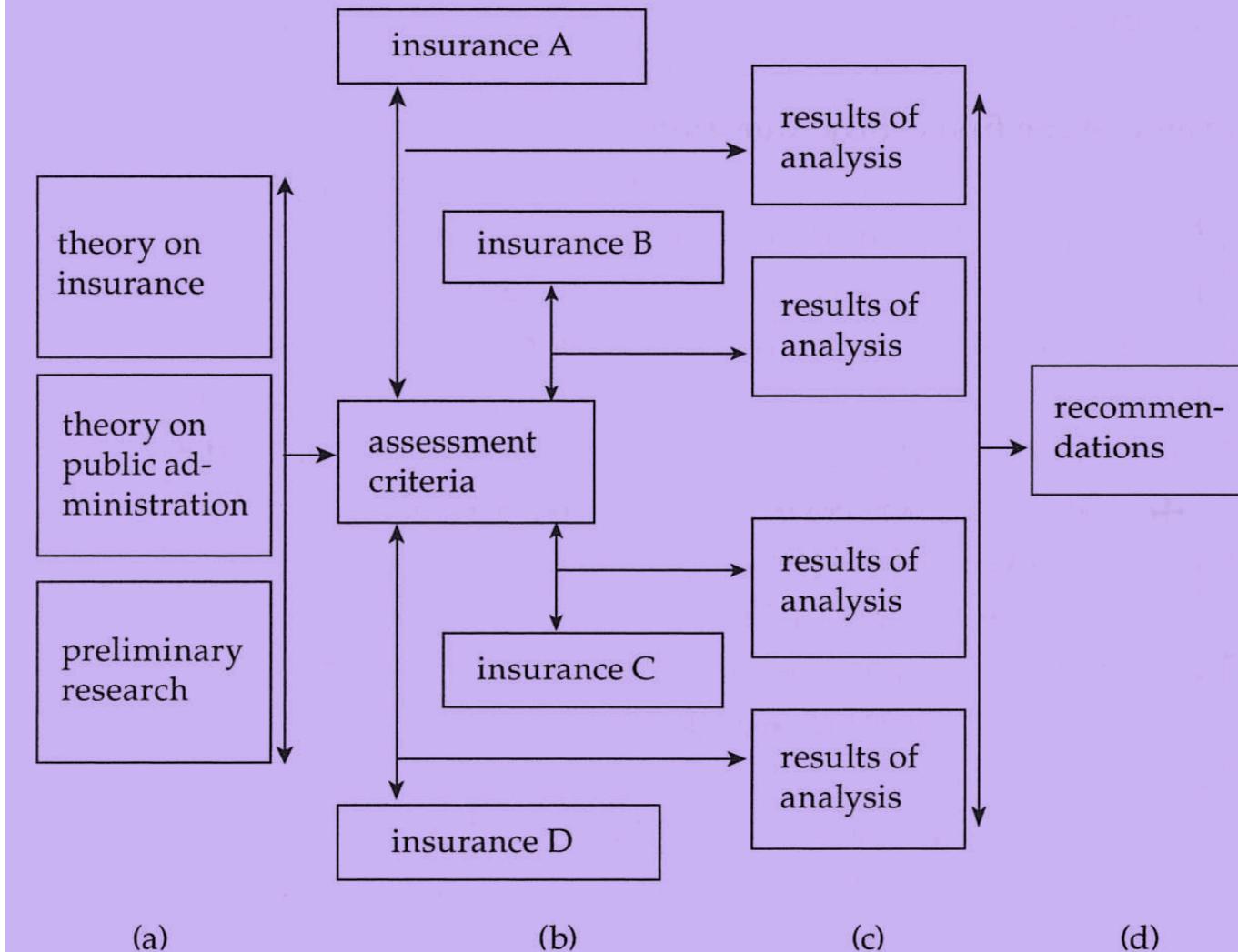
Explain the link between the sub-questions and the central question from which they have been derived.

CENTRAL QUESTIONS BASED ON THE RESEARCH FRAMEWORK

Example ‘Catastrophe insurance’:

Micro-economic research is meant to give recommendations concerning the effectiveness of the insurance for national disasters such as floods and earthquakes. To this end, four types of catastrophe insurance (i.e. the research objects) are being assessed using the criteria for an efficient type of catastrophe insurance. Because we are dealing in this case with a research project that focuses on the causal relationship between influencing factors and the effectiveness, the research perspective takes the form of a conceptual model. The researcher has constructed the research framework as shown in Figure 4.2 (next slide).

Figure 4.2 Research framework catastrophe insurance



Example.....

This framework in Figure 4.2 can be described as follows:

- (a) A study of the underwriting problems in the event of a national disaster, based on interviews with experts (preliminary research) and after having consulted relevant scientific literature (theory on insurance, theory on public administration), yields the assessment criteria (conceptual model)
- (b) by means of which the effectiveness of four types of catastrophe insurance (research objects) can be evaluated.
- (c) A comparison of the results of these four evaluations yields
- (d) recommendations for developing an efficient insurance scheme for national disasters.

Example.....

The first central question concerns part (a) (Figure 4.3)

What criteria are relevant for assessing the effectiveness of various types of catastrophe insurance?

The second central question concerns part (b) (Figure 4.4)

What is the value or quality of the four different types of catastrophe insurance studied in view of the set of assessment criteria?

This central question concerns part (c) (Figure 4.5)

What do we learn by comparing the results from the analyses of the four types of insurance in order to make recommendations on how to develop an efficient insurance scheme for national disasters?

Figure 4.3 Scheme of the first central question

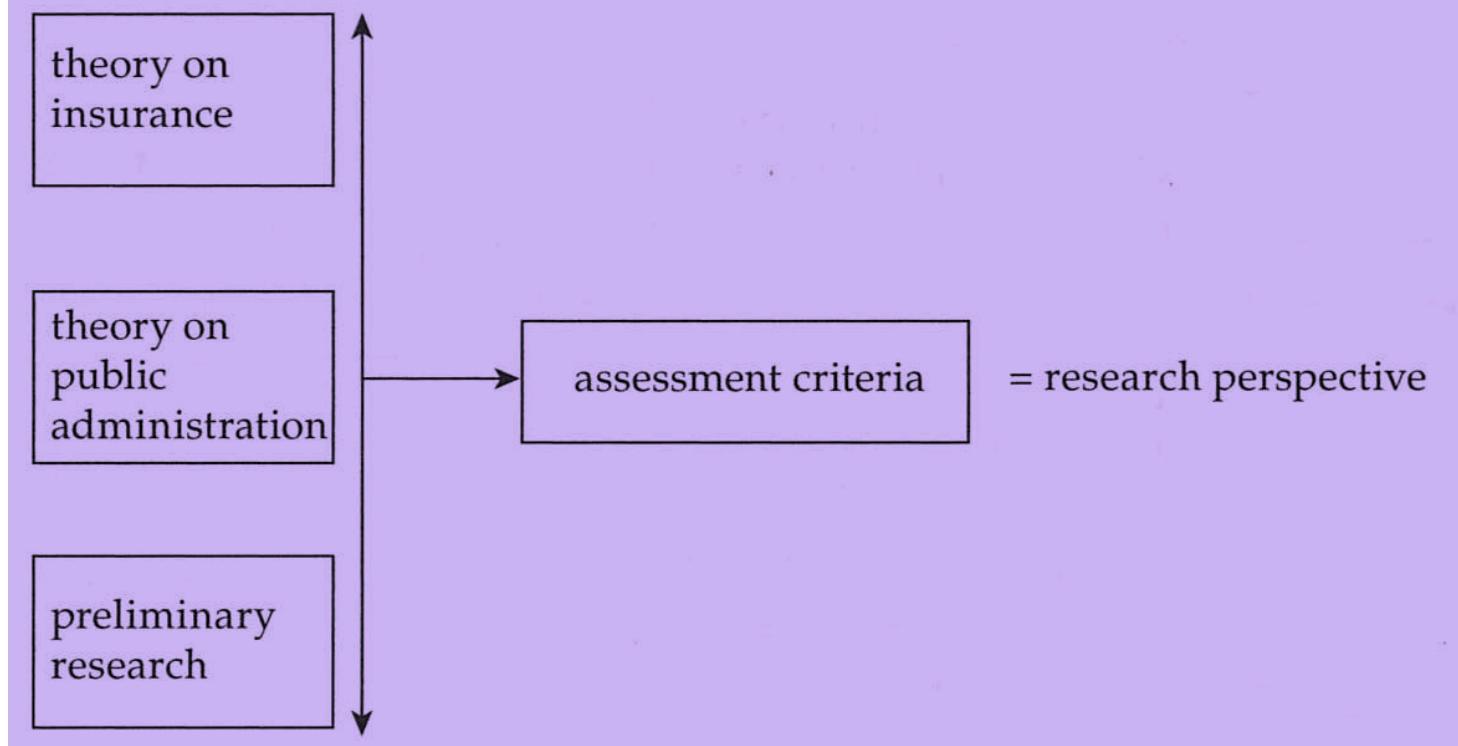


Figure 4.4 Scheme of the second central question

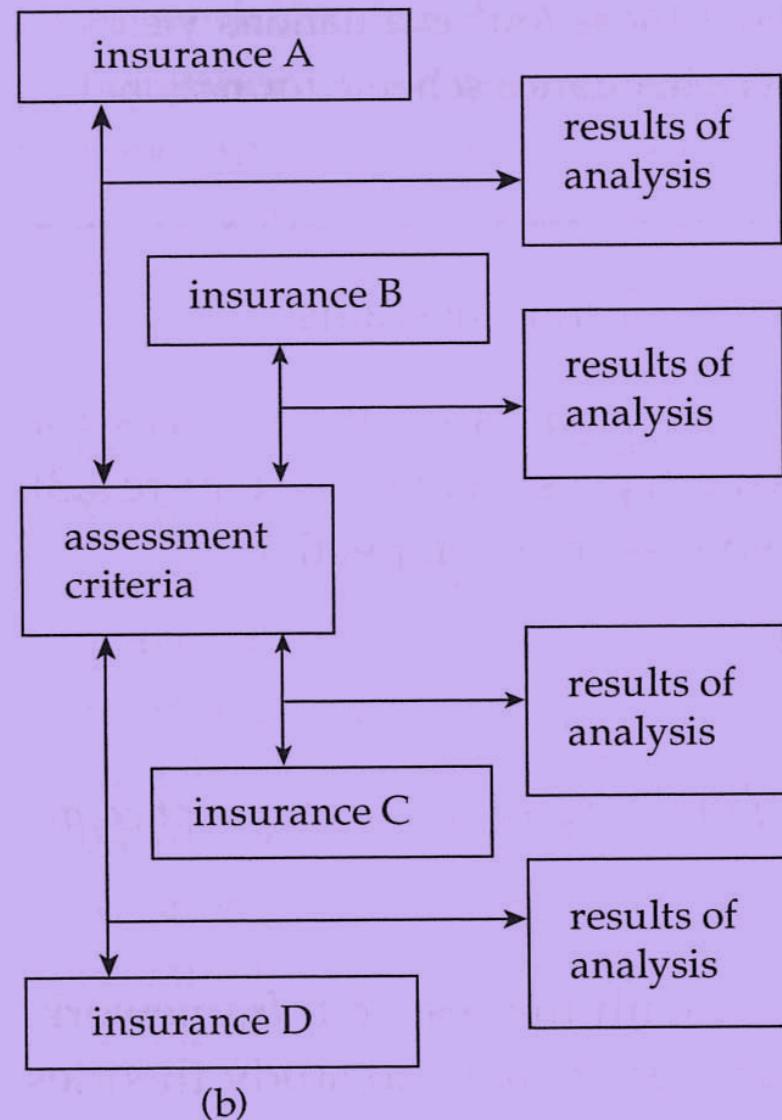
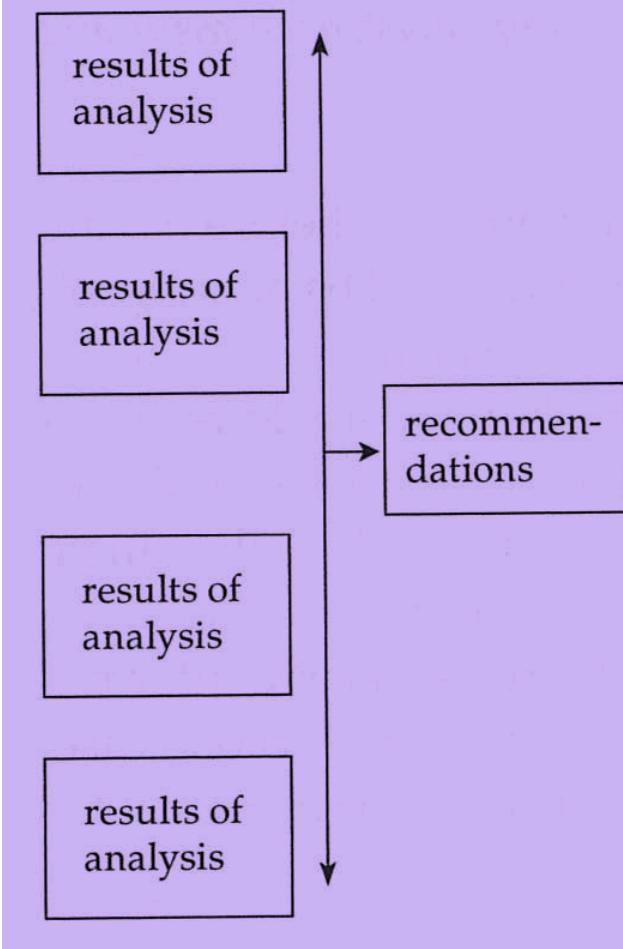


Figure 4.5 A scheme of the third central question



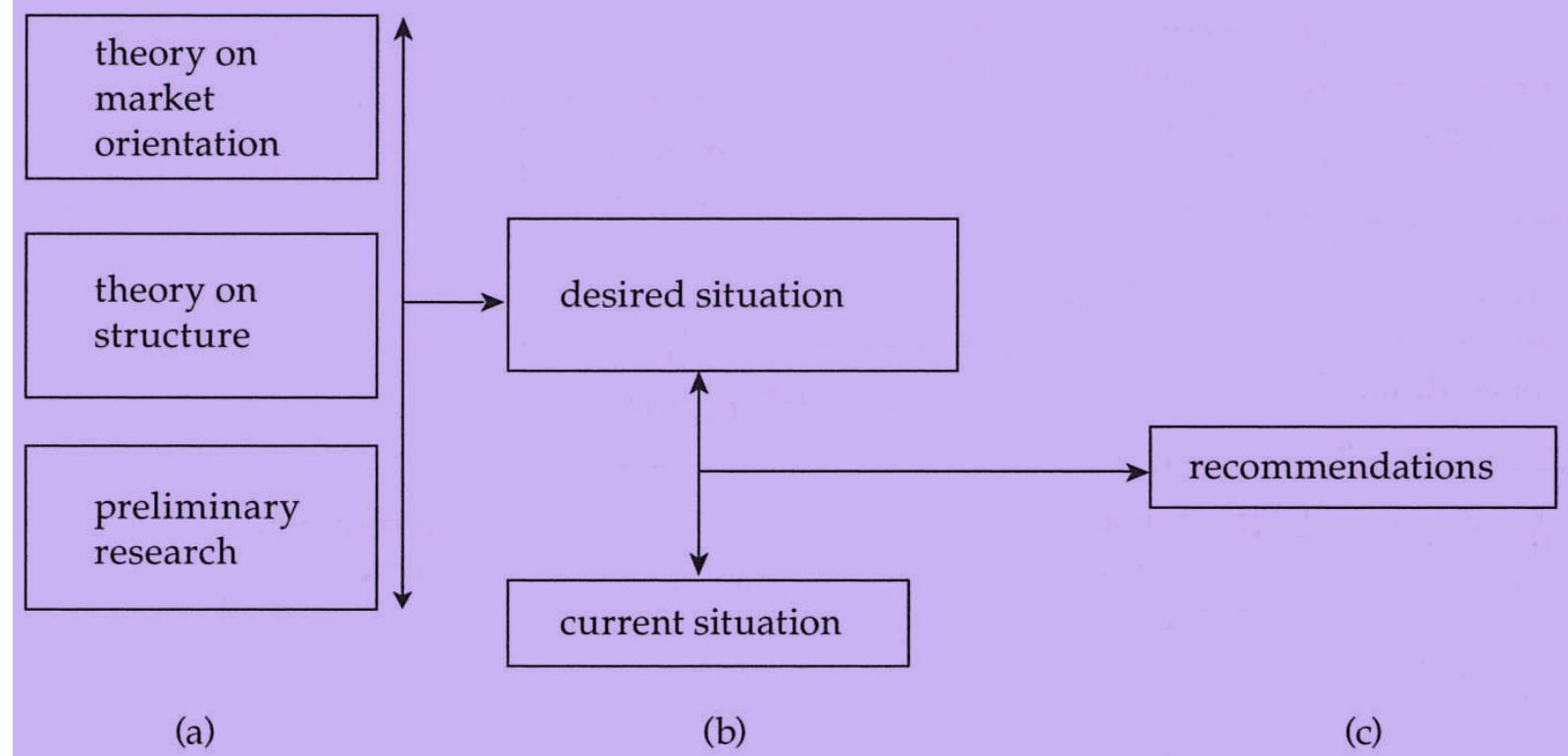
(c)

Assignment ‘Market oriented healthcare’:

Please study carefully the project context, the research objective and the research framework (Figure 4.6) of the research project ‘Market oriented healthcare’ for the ABC healthcare company.

Formulate the central research questions by using the method of subdividing the research framework

Figure 4.6 Research framework ABC

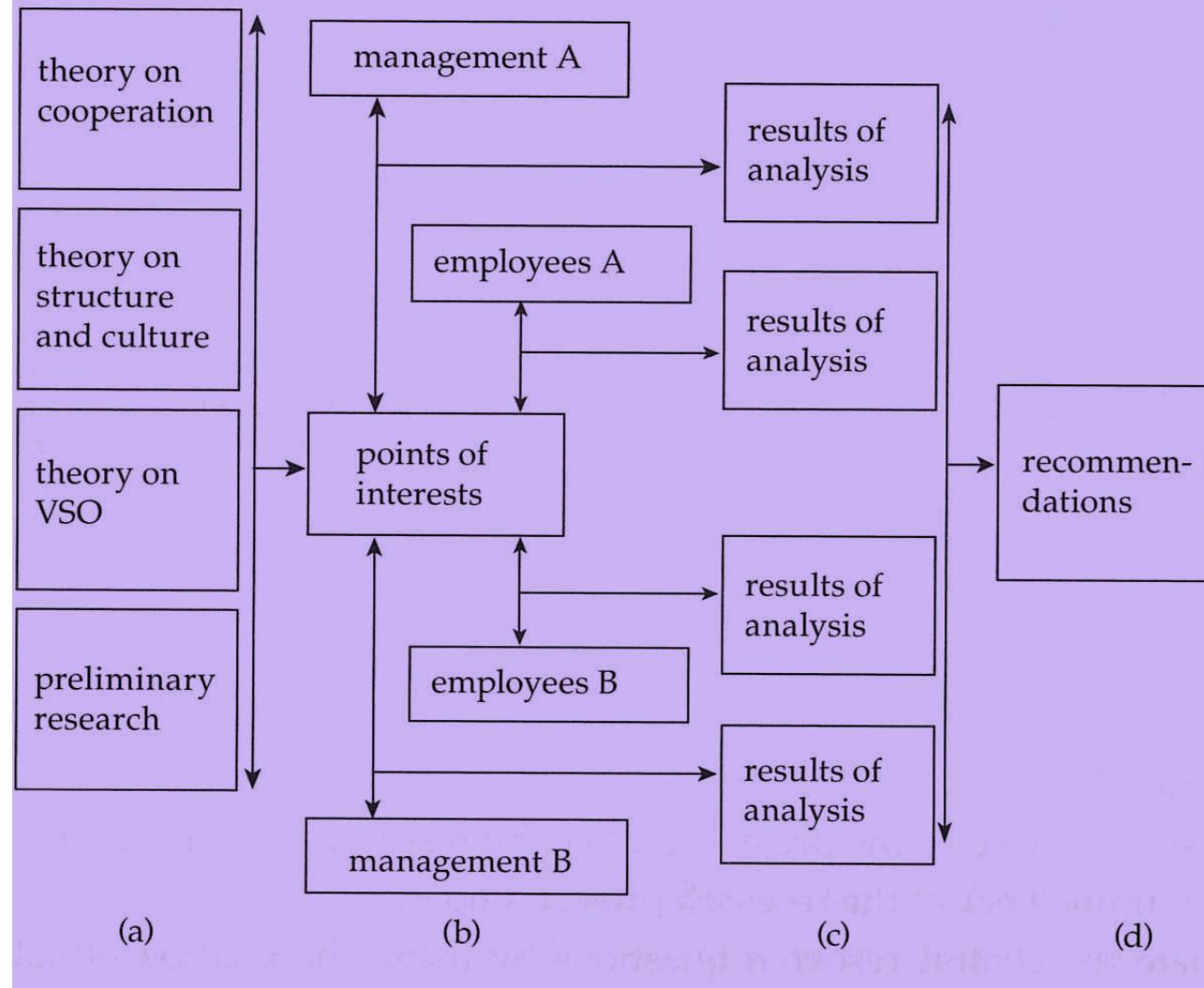


Assignment ‘Phoenix’:

Please study carefully the project context, the research objective and the research framework (Figure 4.7) of the research project ‘Phoenix’.

Formulate the central research questions by using the method of subdividing the research framework.

Figure 4.7 Research framework Phoenix



QUESTIONS BASED ON CORROBORATIVE KNOWLEDGE

Distinguish between five types of knowledge.

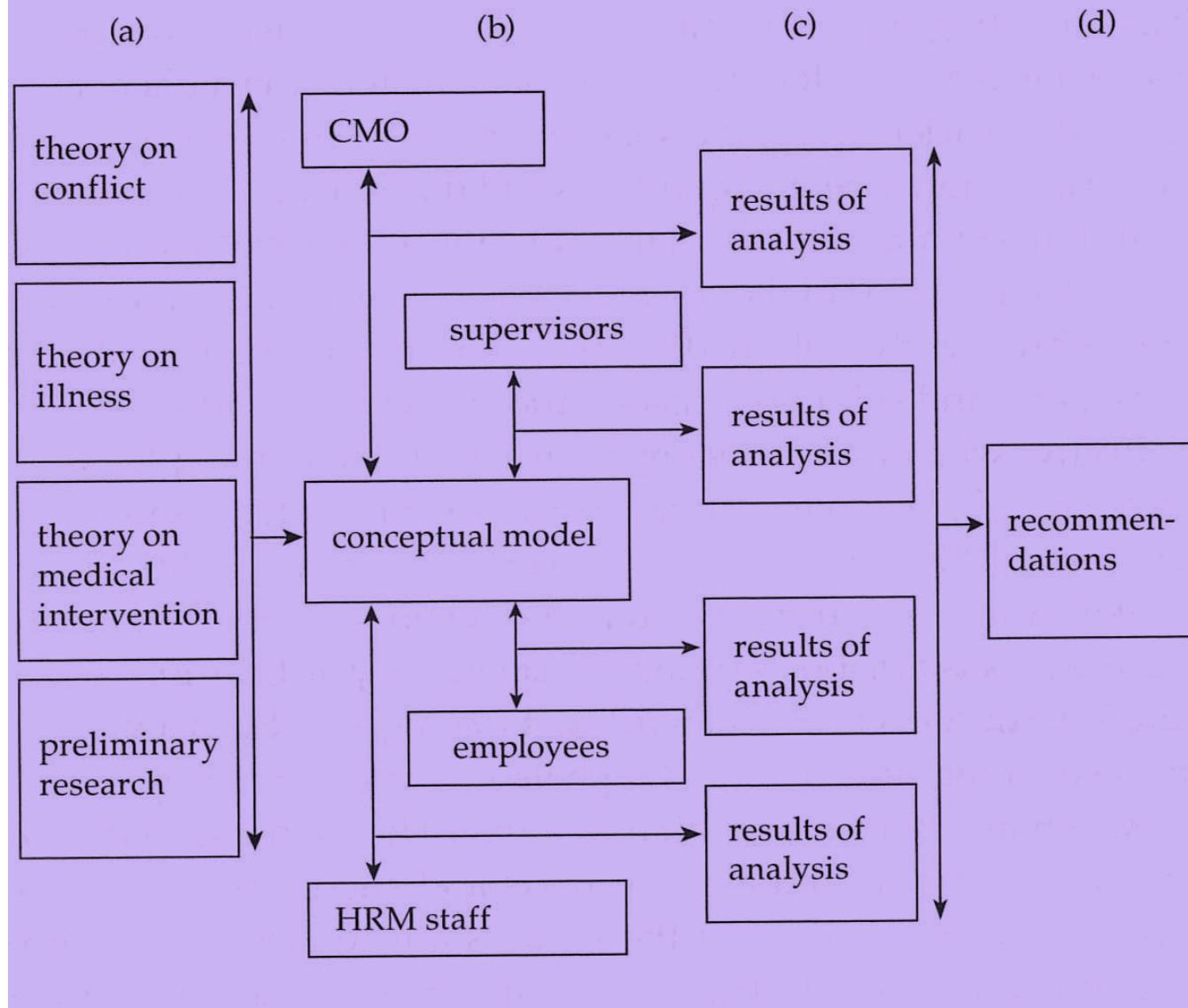
By means of an example discuss how a higher ranked type of knowledge can play a corroborative role to create a lower type knowledge.

Show how, based on a research objective or central question of a given type of knowledge, central and/or sub-questions can be formulated that are higher or equally ranked in terms of the five types of knowledge.

Assignment ‘Company medical officers’:

Read carefully the project context, the research objective, the research framework (Figure 4.8) and the central questions of the research project ‘Company medical officers’. Use the method of corroborative types of knowledge to formulate sub-questions for central questions 1 and 2 of this research project.

Figure 4.8 Company medical officers



SUB-QUESTIONS BASED ON THE UNRAVELLING OF KEY CONCEPTS

Use Figure 4.9 to explain the method of unravelling.

By means of examples, explain how the method of unravelling can be used to derive sub-questions.
You may use Figures 4.10 and 4.11 in your answer.

Figure 4.9 Example of a tree diagram (core concept, dimension, aspect and sub-aspect)

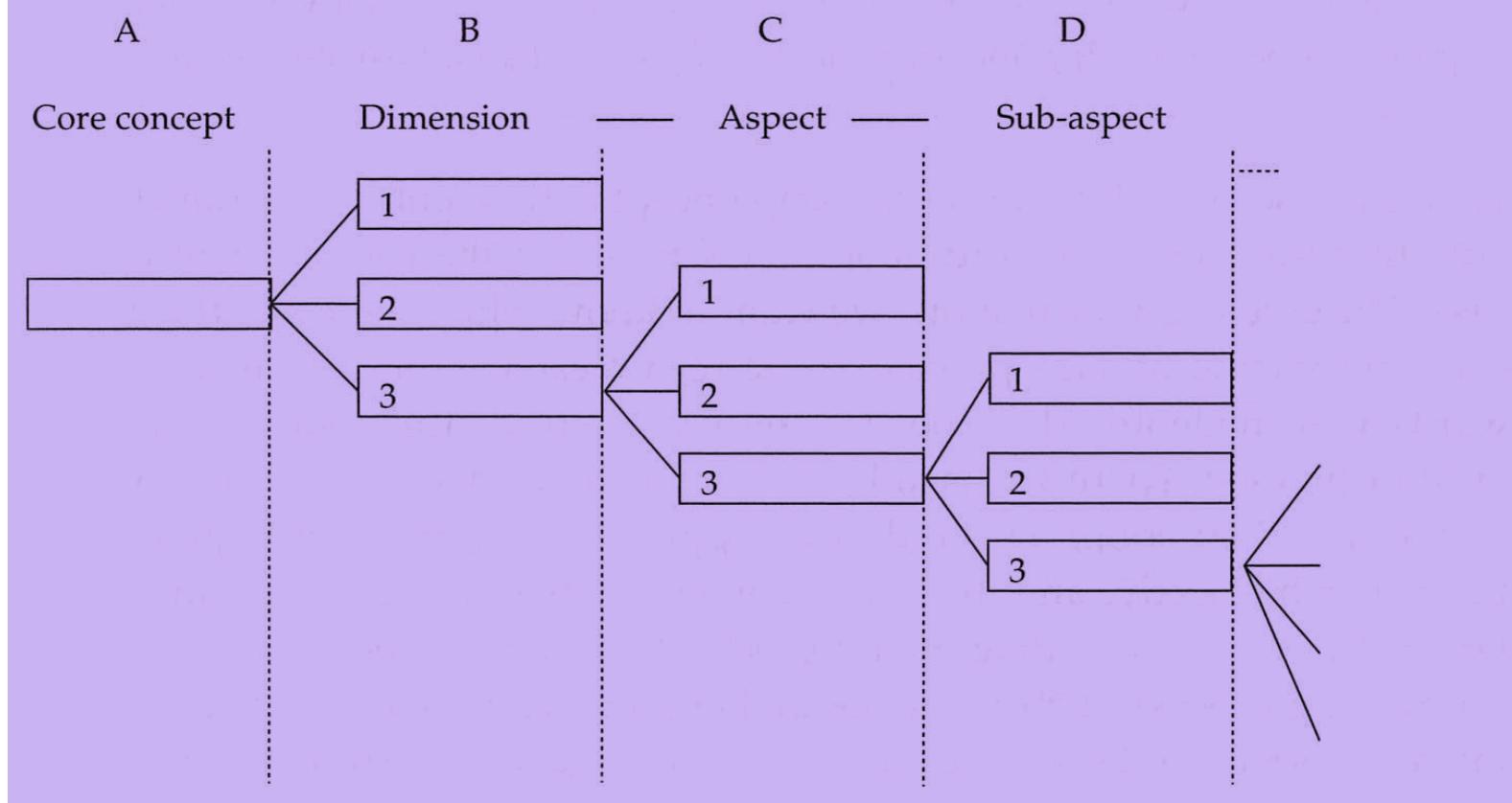


Figure 4.10 Tree diagram of 'co-ordination' in connection with the development of a computer system

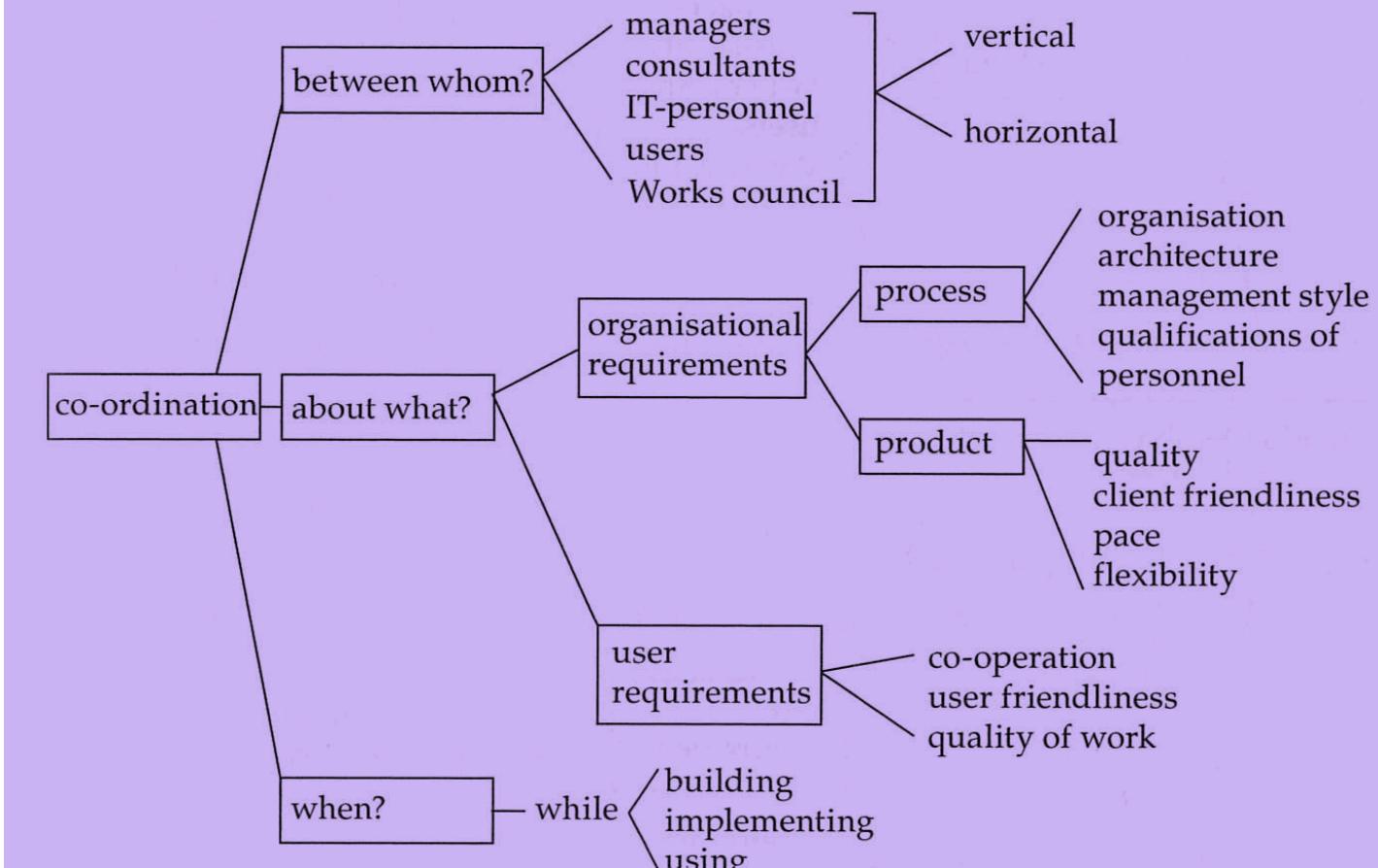
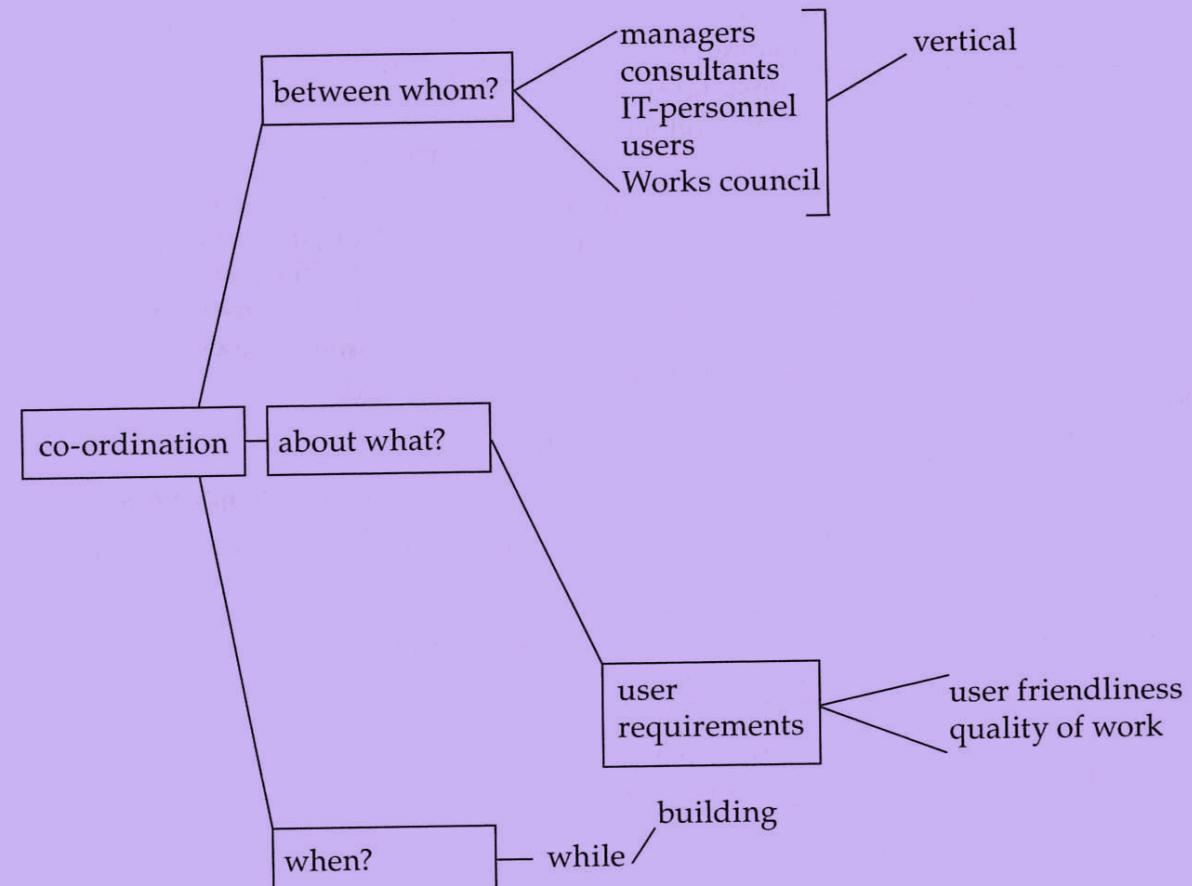


Figure 4.11 Parts and sub-parts of the concept 'co-ordination' that need to be studied in more detail



COMPLETE EXAMPLE

Work through the AGB/JOVA example to gain more insight into the derivation of central and sub-questions.

Figure 4.12 Research framework AGB/JOVA

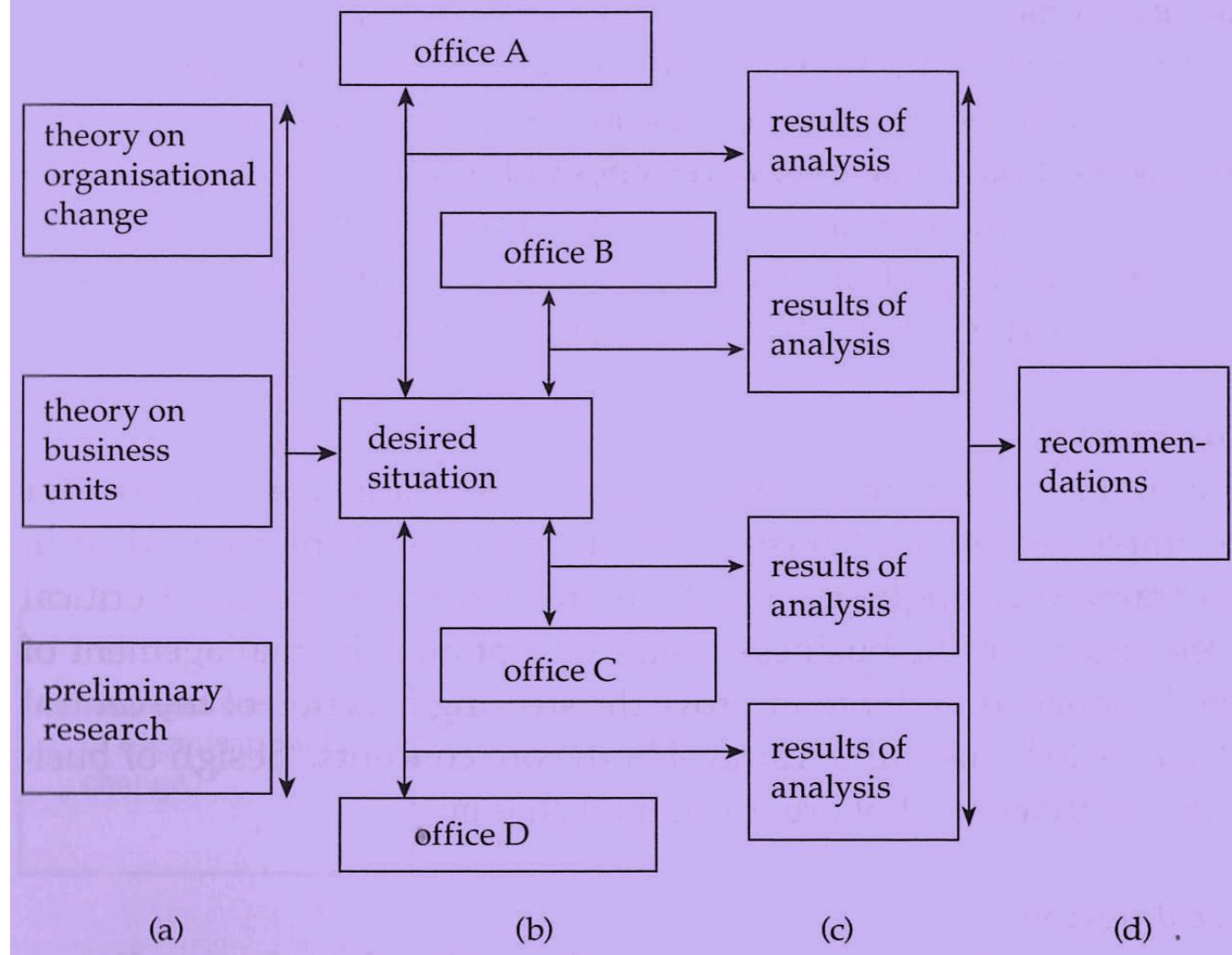


Figure 4.13 Tree diagram for the concept of 'design business units'

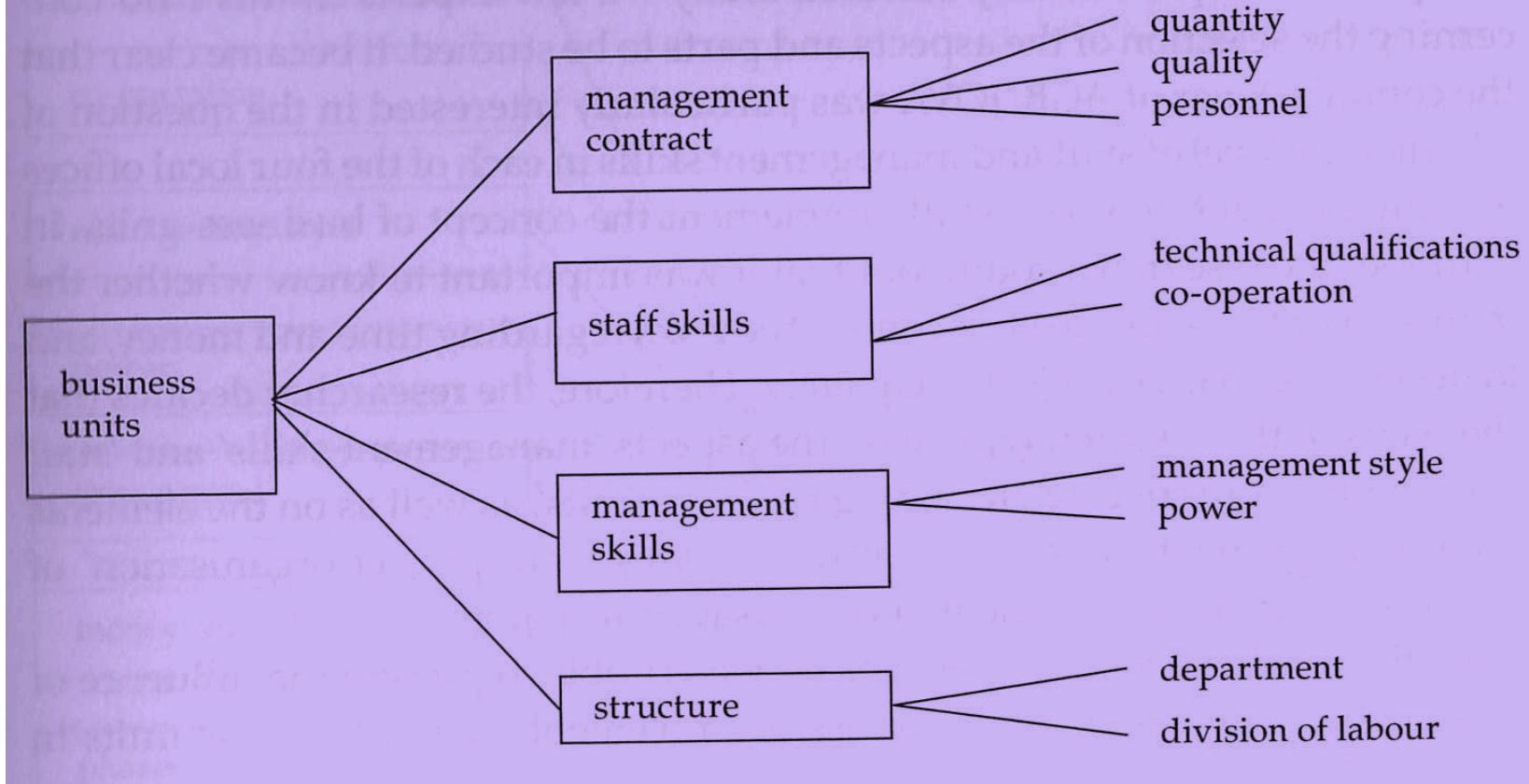


Figure 4.14 Tree diagram 'management of organisational change'

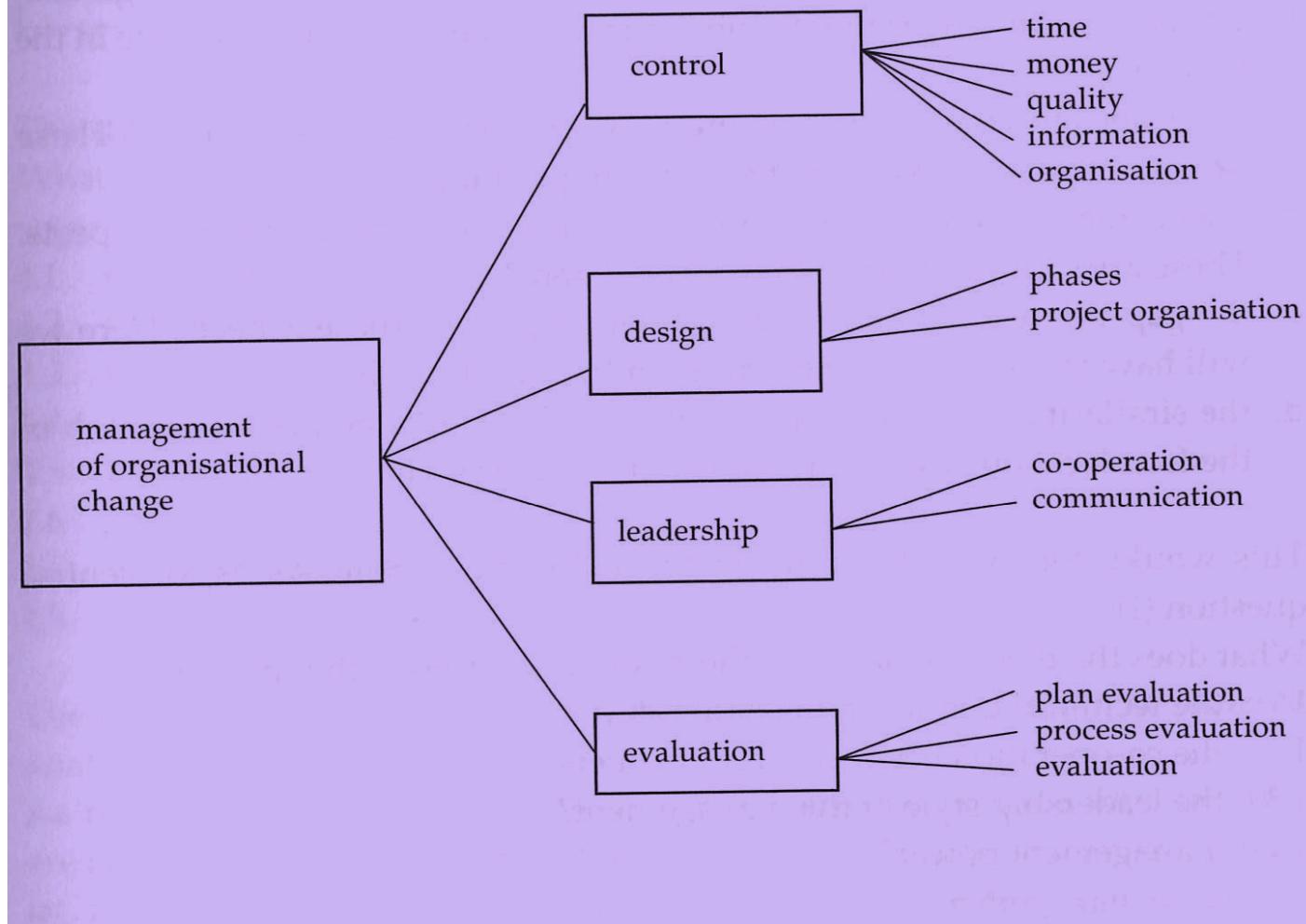
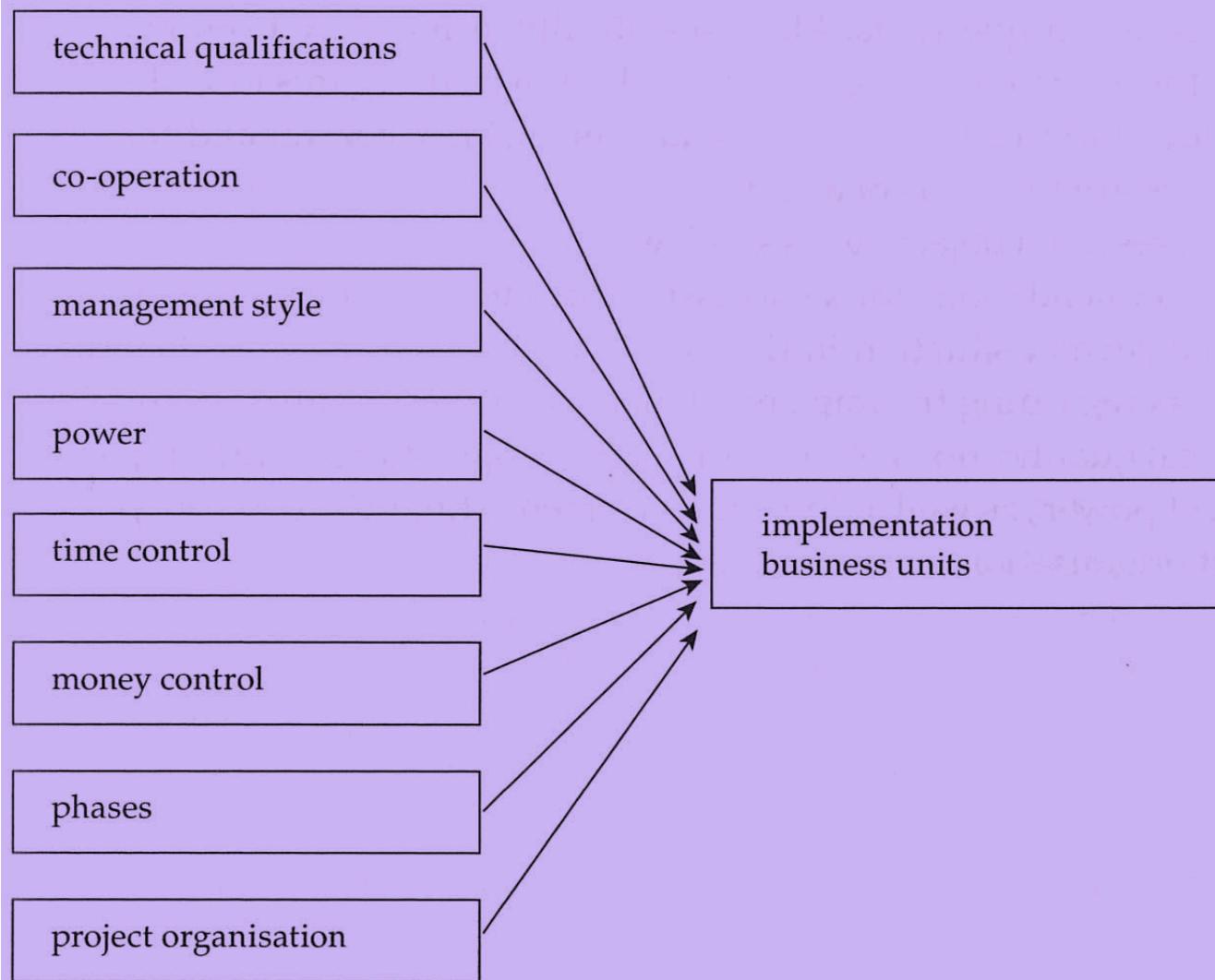


Figure 4.15 Diagram of the selected aspects of 'design business units' and 'management of organisational change' as critical factors of success regarding the implementation of business units



5: DEFINING CONCEPTS



Figure 5.1 Unravelling and delineating the concept 'civil servant'

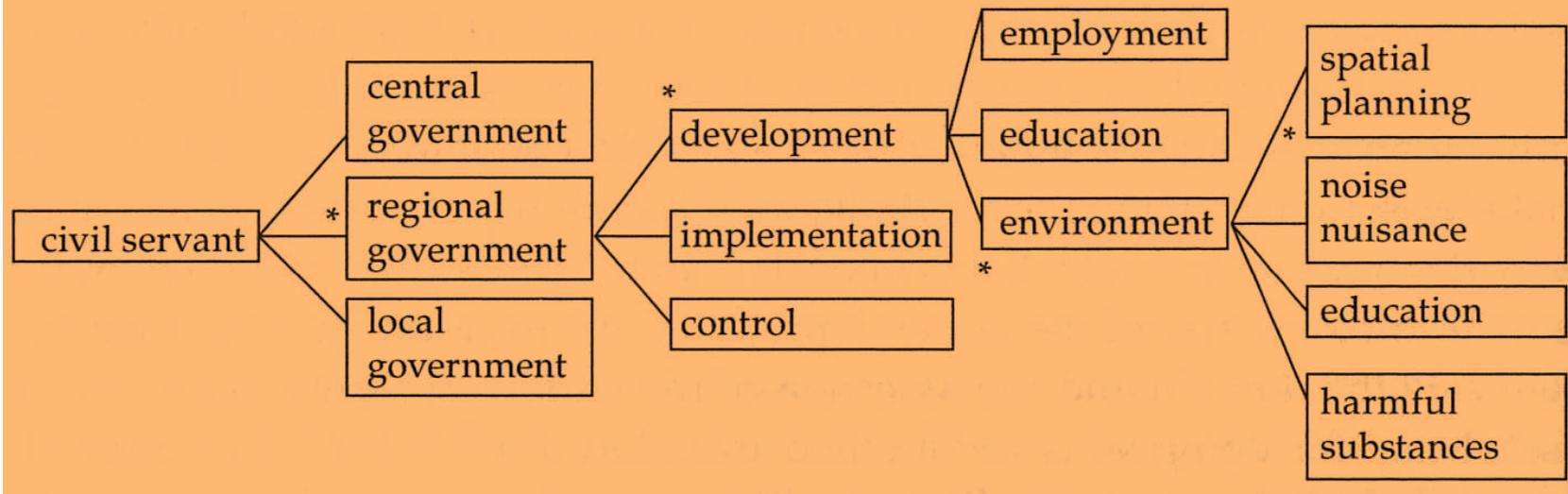


Figure 5.2 Unravelling and downsizing the concept 'democratic attitude' of civil servants during work

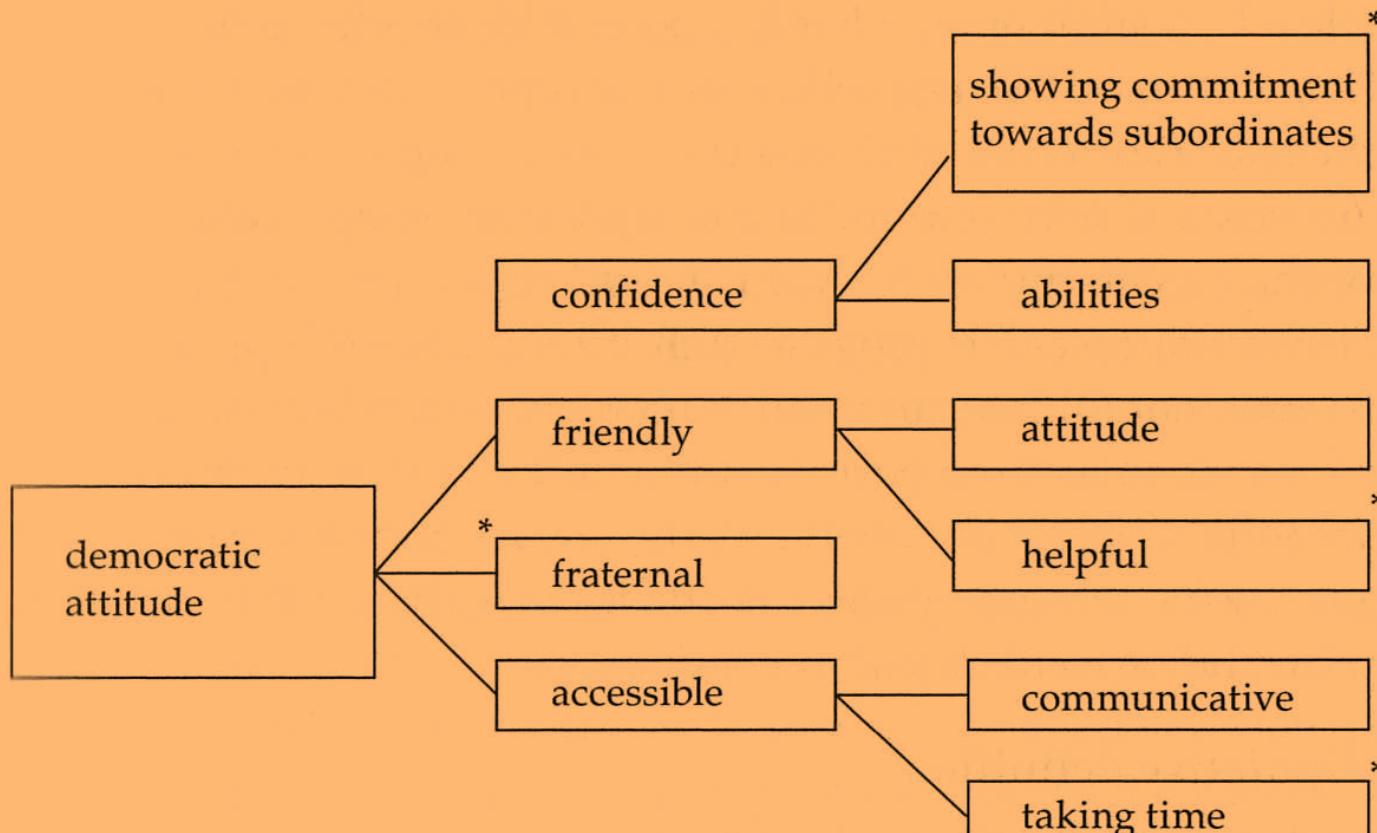


Figure 5.3 Operationalising the concept 'democratic level of a society'

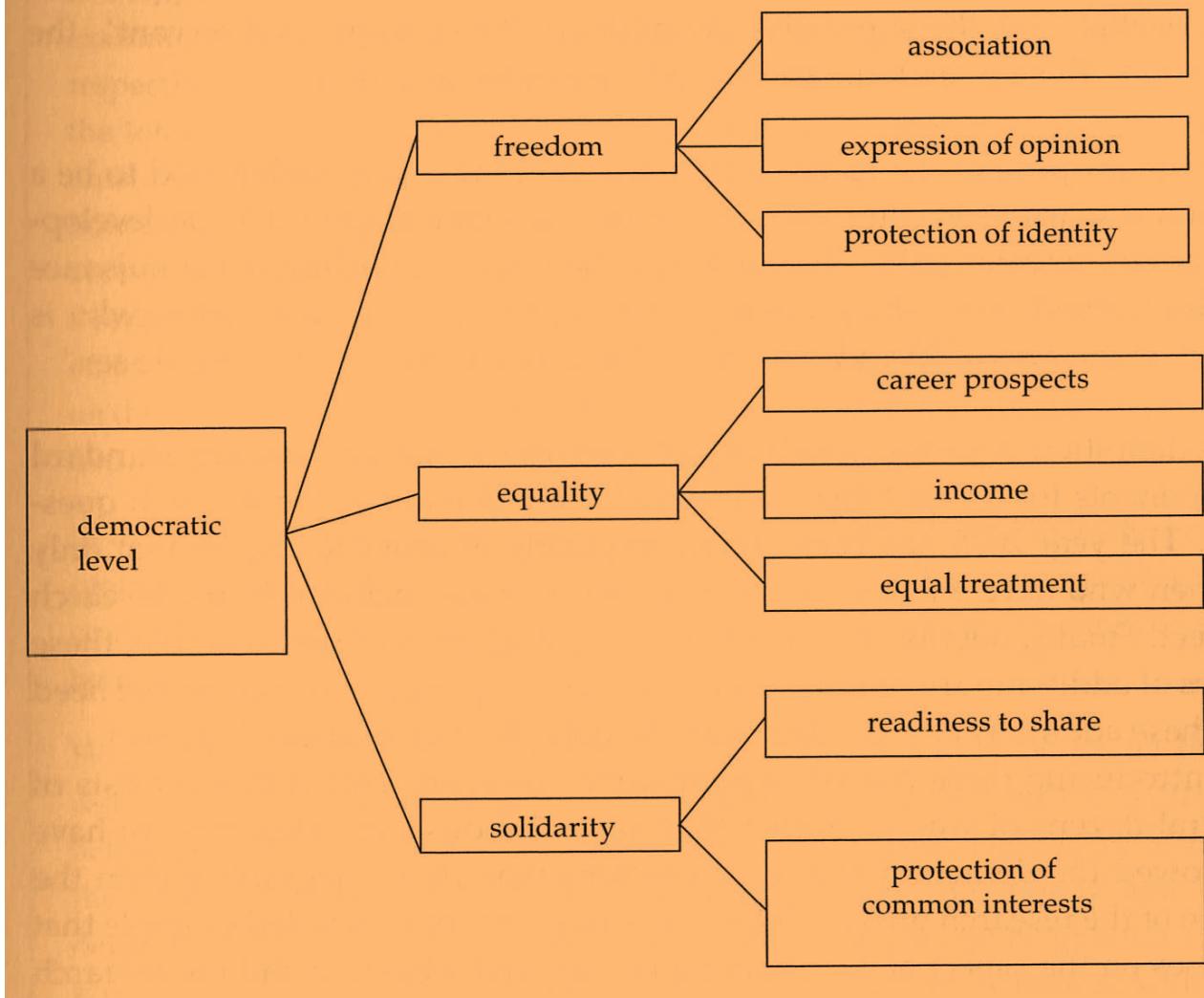
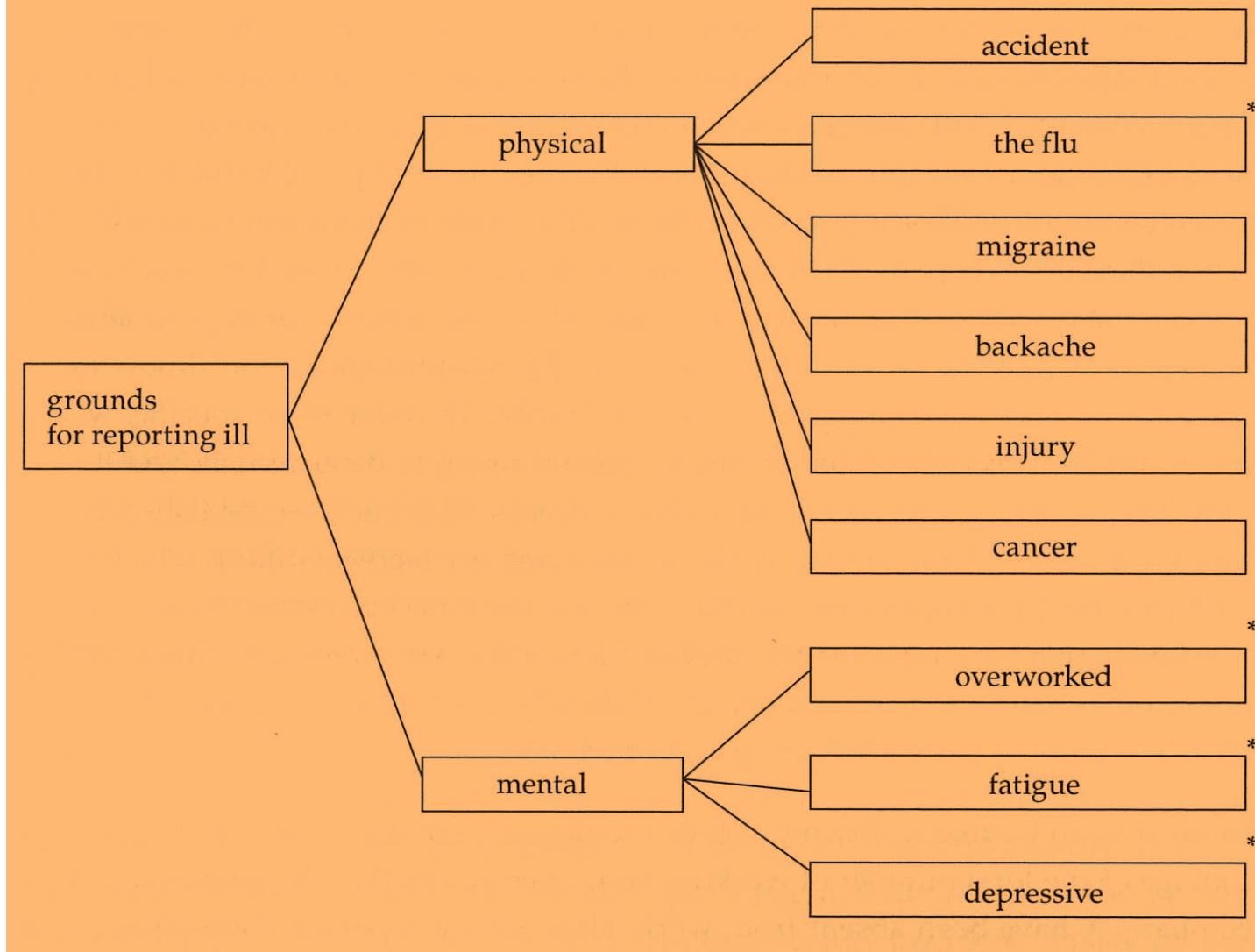
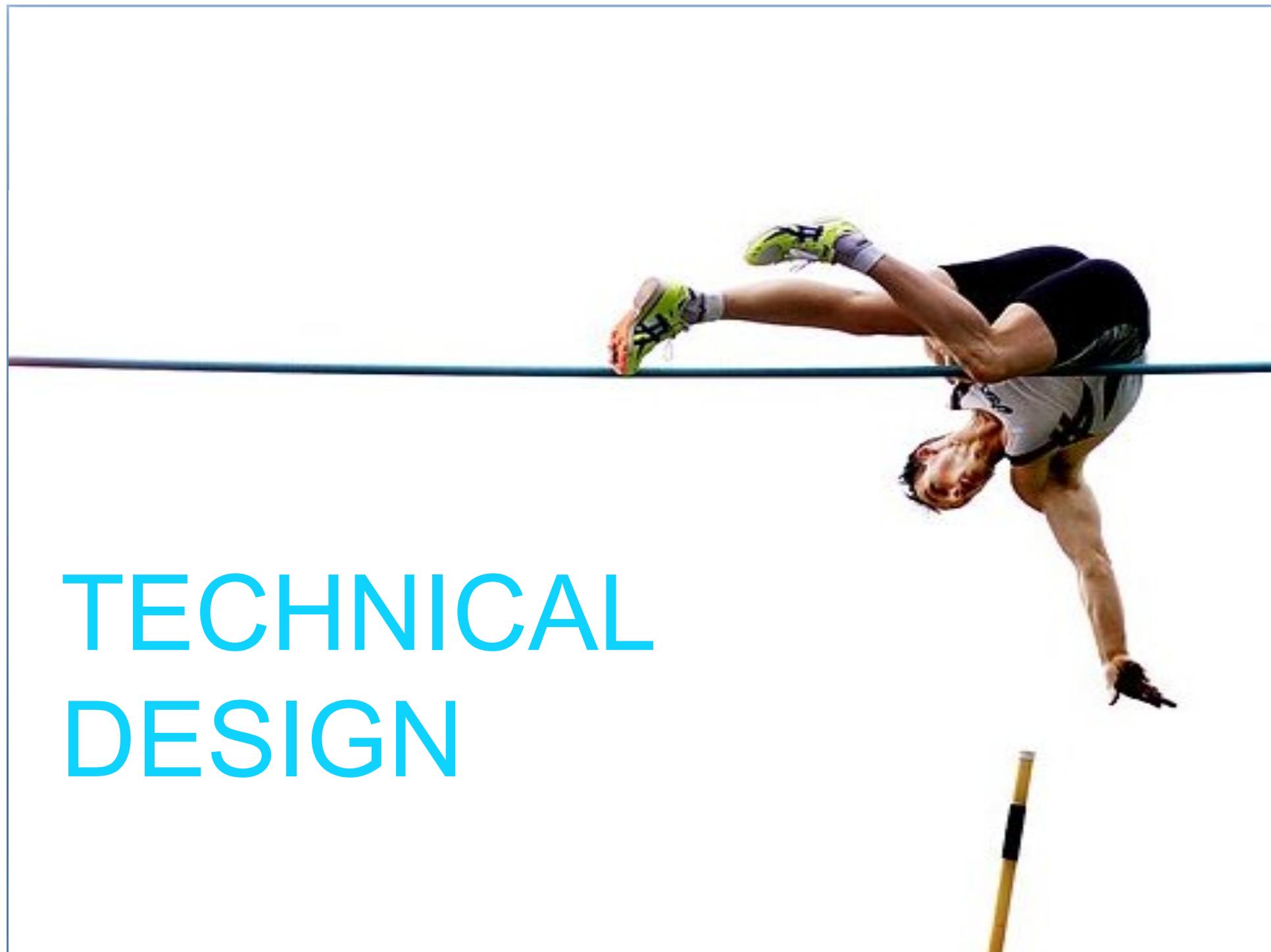


Figure 5.4 Unravelling and downsizing the concept 'grounds for reporting ill'



TECHNICAL DESIGN





6: RESEARCH STRATEGIES

Refer to additional / separate slides



7: RESEARCH MATERIAL

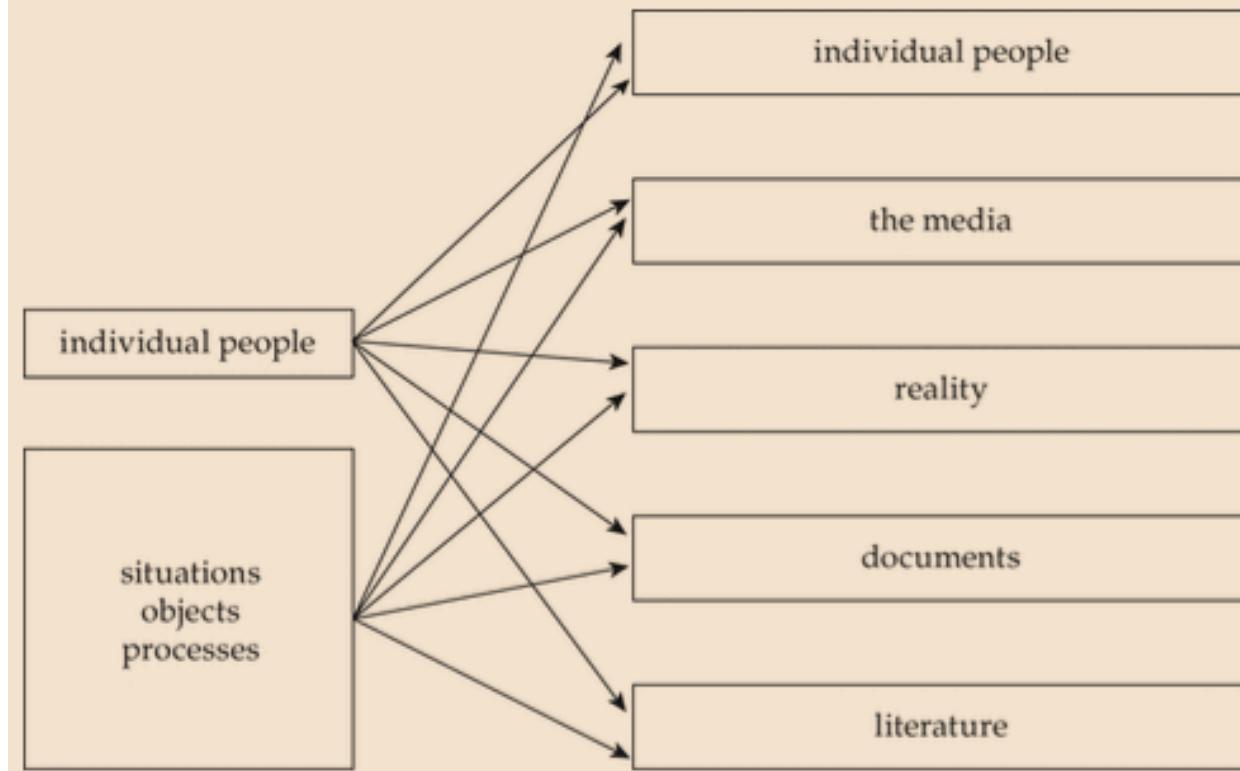
What are the main categories of research objects that can be distinguished?

What types of information on these objects are relevant to the research project, and how can this information be identified?

Where this information can be gathered or how can it be generated?"

Excerpt From: Piet Verschuren and Hans Doorewaard.

Figuur 7.1 Research objects and sources of information



Figuur 7.2 Various media types as research material

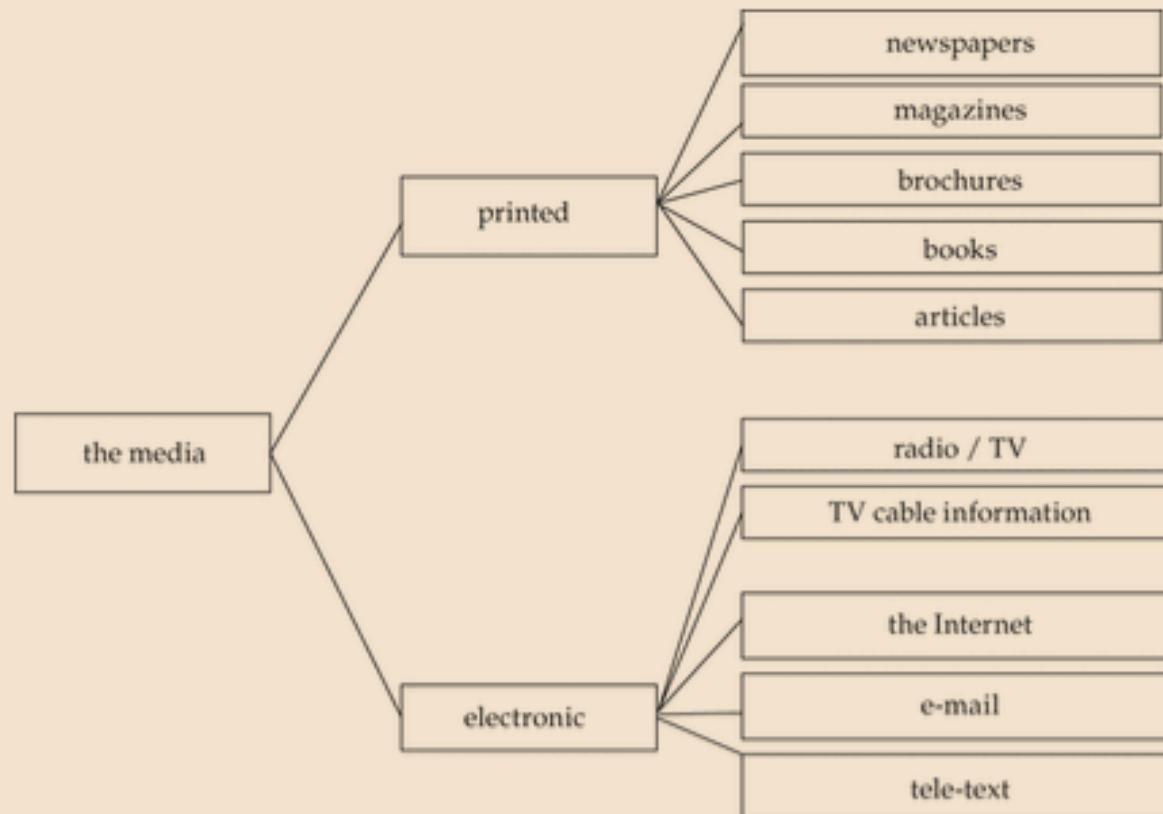


Figure 7.3 Methods for accessing sources

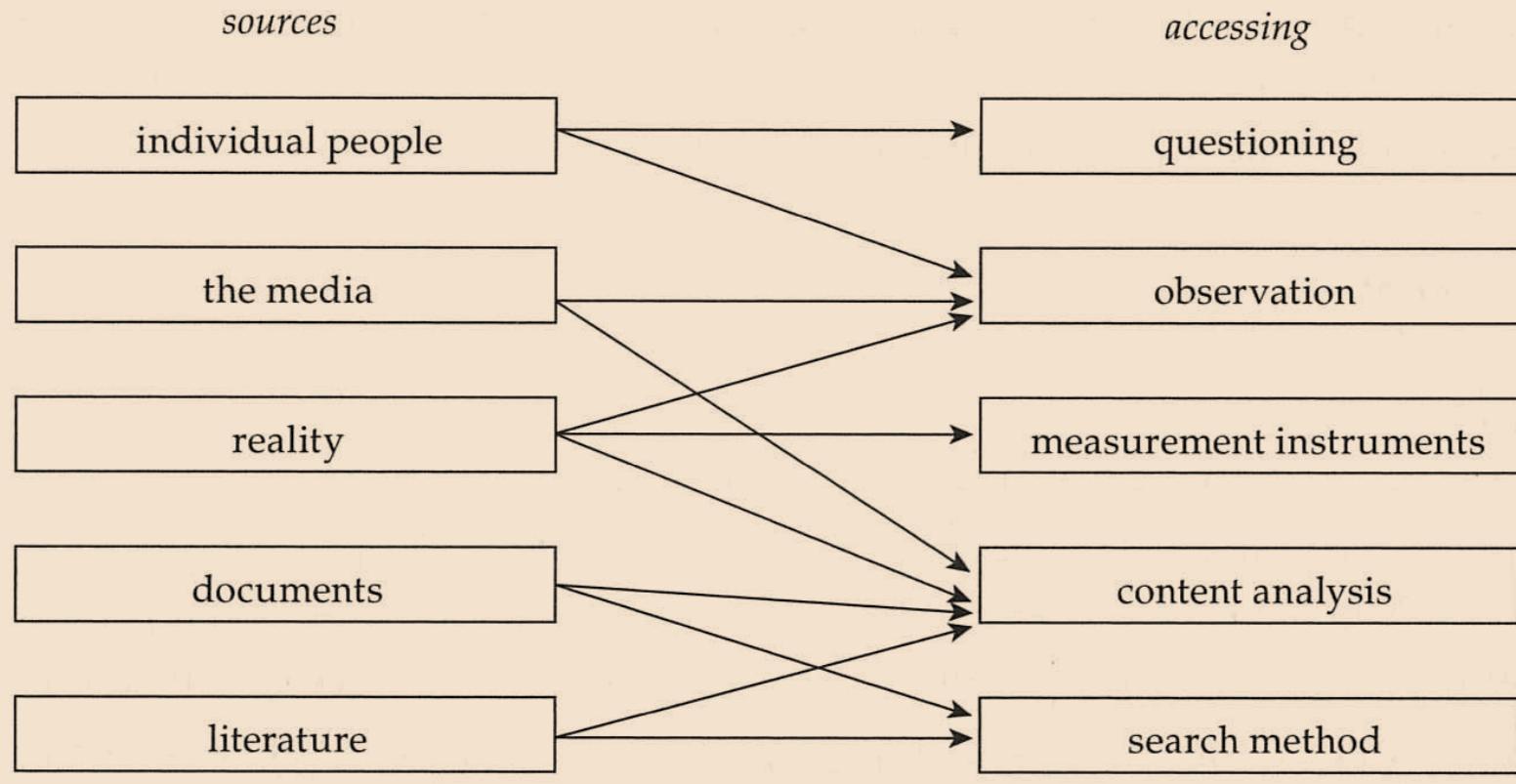
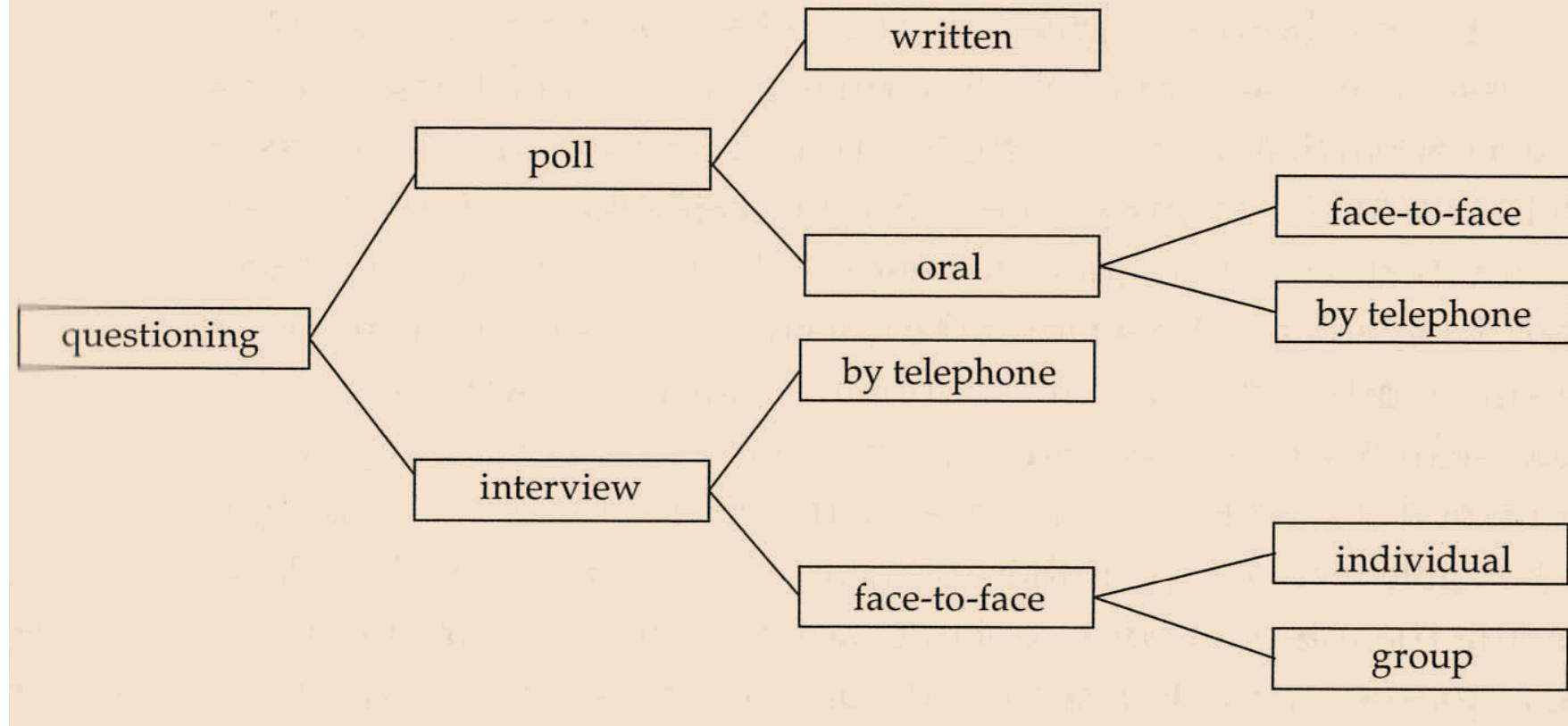
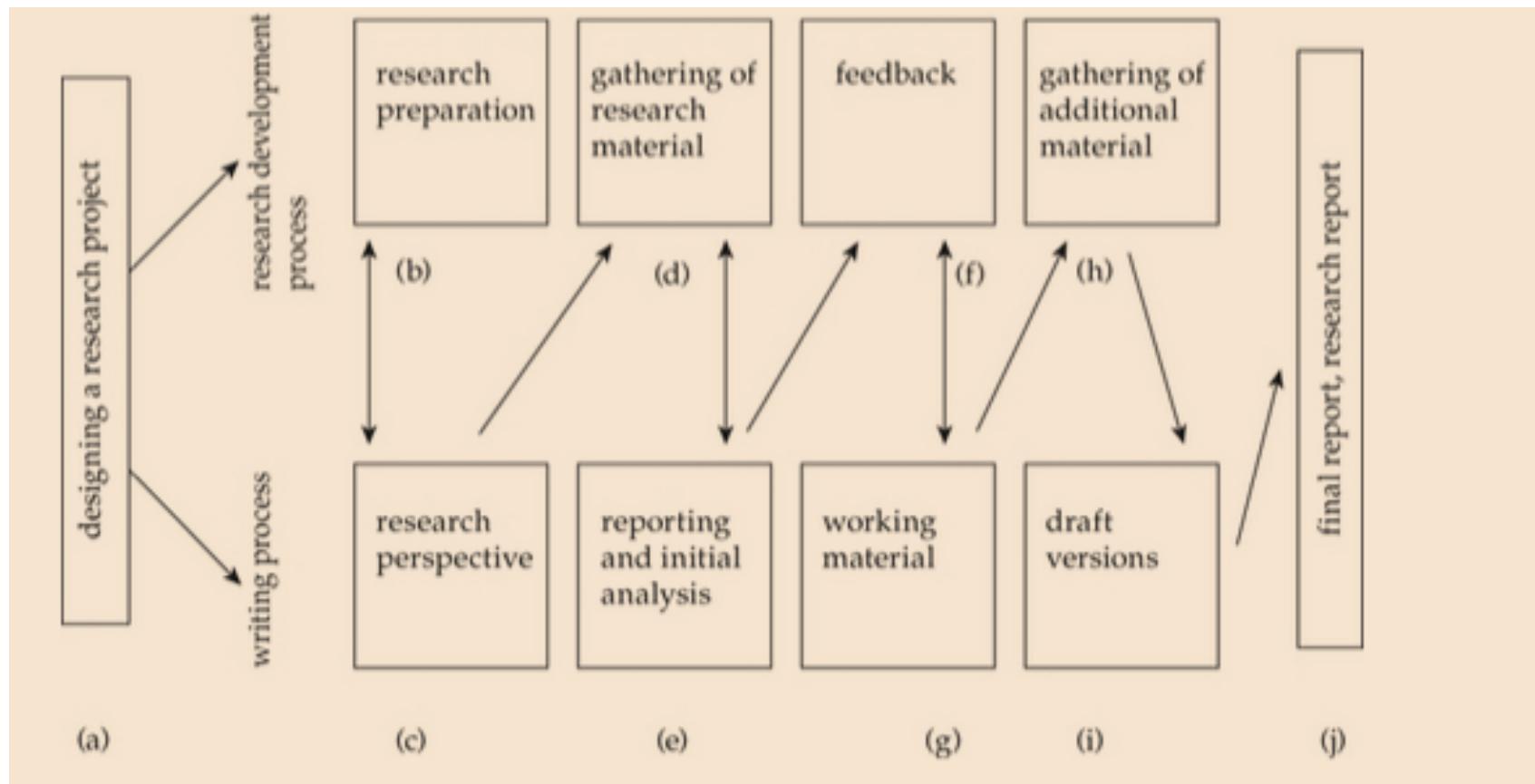


Figure 7.4 Different questioning techniques





8: RESEARCH PLANNING

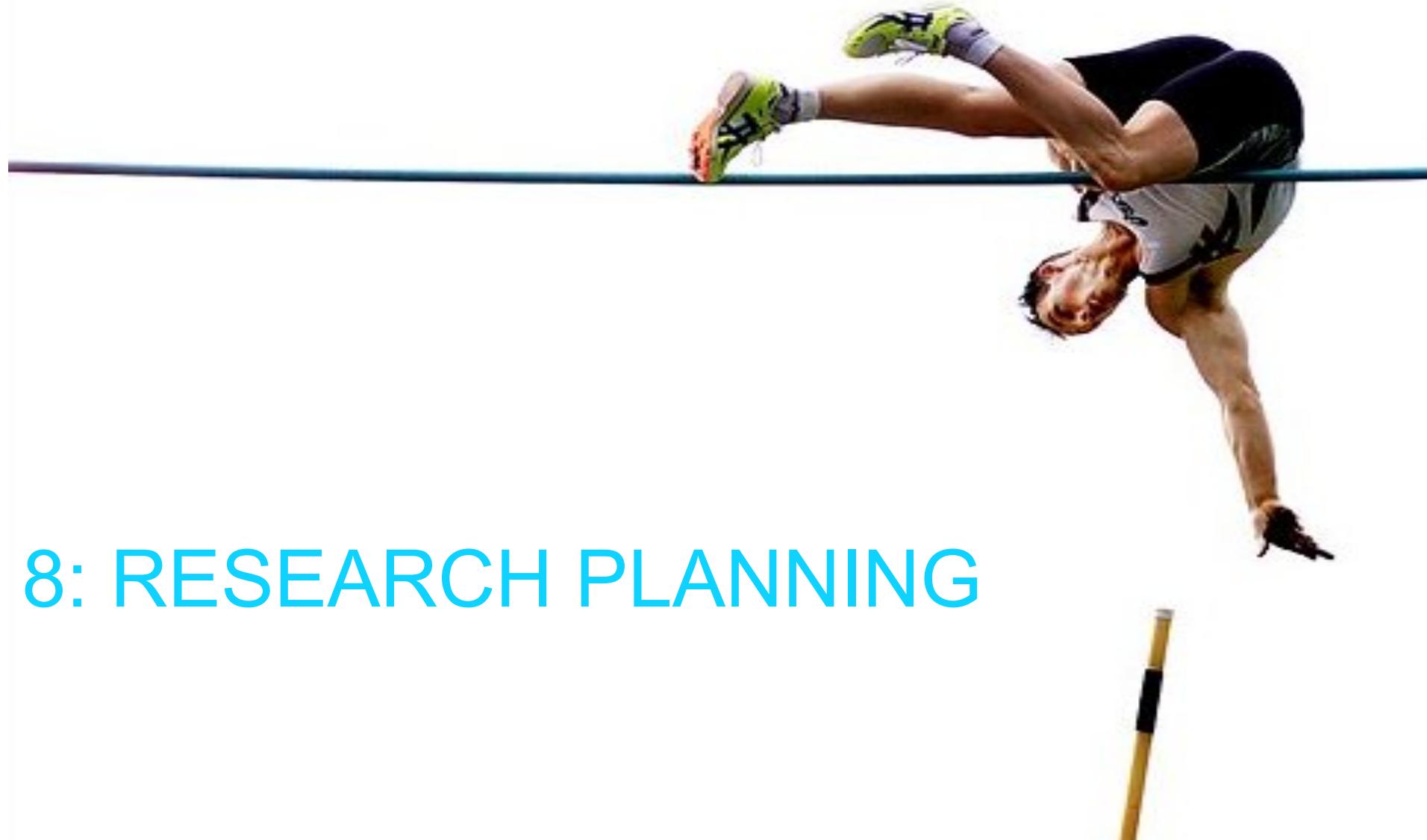


Figure 8.2 Time-axis representing a planning

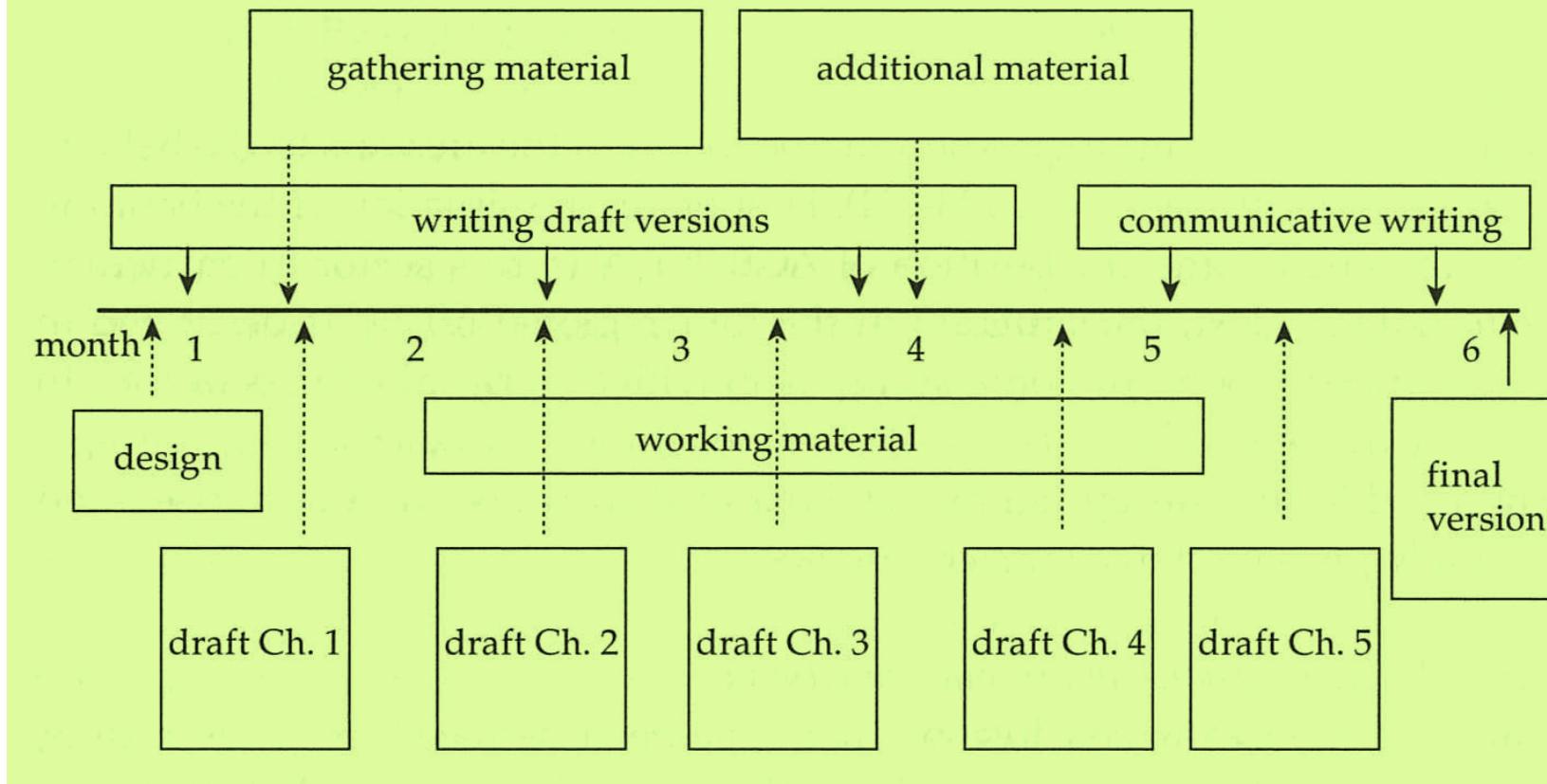


Figure 8.3 Time schedule for a research project

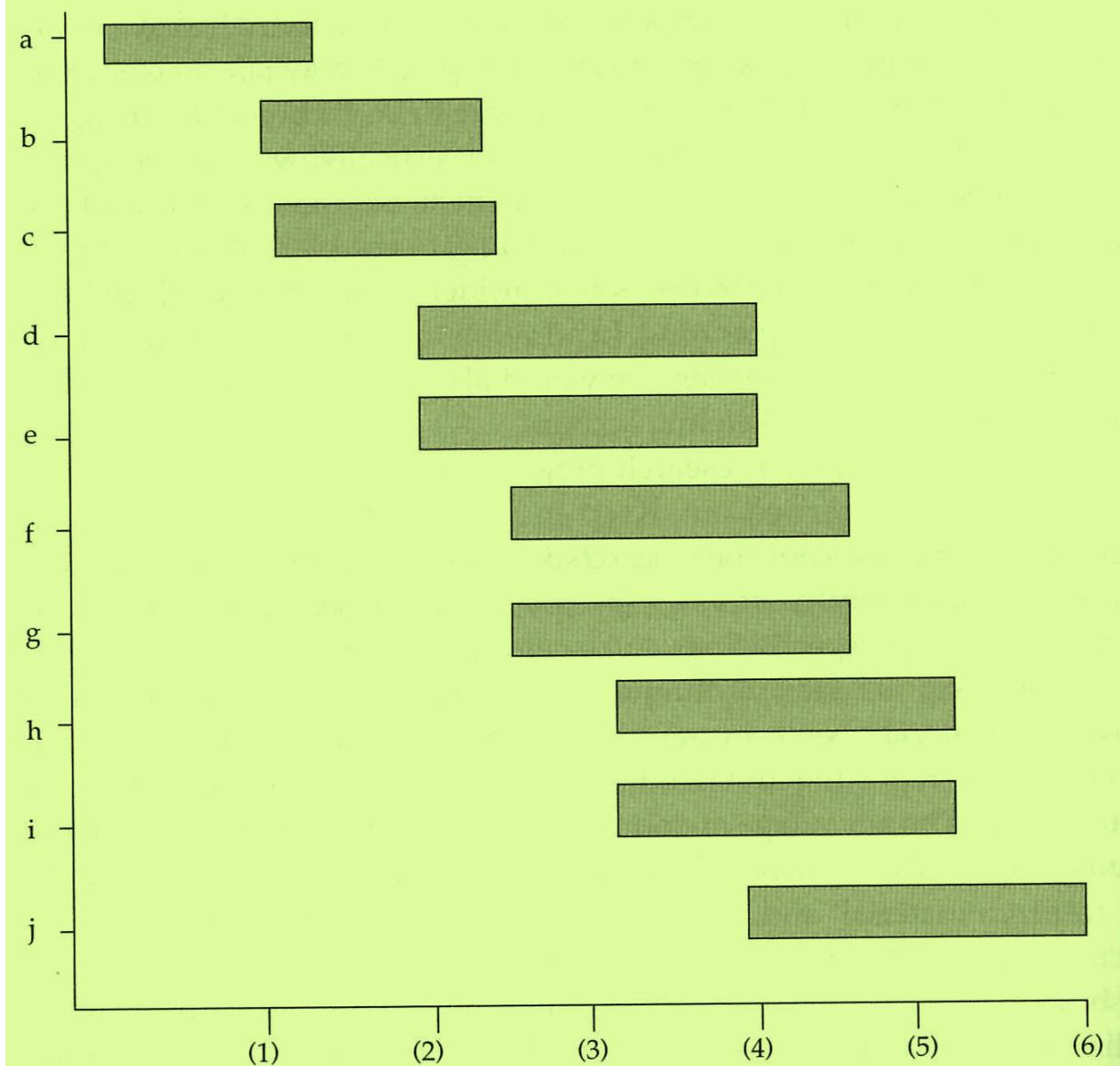


Figure 8.4 Time-axis of the research project 'Save the goose'

