

### Qualitative Research

- Descriptive data.
- Exploratory research, observations.
- To gain understanding of underlying reasons, opinions, and motivations.

### Quantitative Research

- Numerical data.
- Things that you can count, and can be graphed.
- Discrete - data that you count.
- Continuous - data that you measure.

### Primary source

- Are they undertaking new research with new results?
- The original source.
- People that experience it first.

### Secondary source

- Sources that quote the primary source.
- Also add a layer of analysis or interpretation of data.

### Methodology

- How was the data collected?
- What was used in collecting the data?
- Can also be a mixture of methodologies
- e.g...
- Experiments
- Quasi-experiments
- Surveys, tests, questionnaires
- Case studies
- Observational research
- Interviews
- Longitudinal
- Archival
- Ethnography
- Meta-analysis
- Content analysis

## Research Design

- If there is an experiment?
  - Pre-test/ Post-test control group / Experimental group
  - Randomised controlled trial?
  - Pre-test/ Post-test experimental
  - Is it just a pre-test or just a post-test

## Empirical

- Evidence obtained through scientific or observational study

## Research questions

- Can be explicitly stated
- Sometimes need to draw it out of the paper
  - What's the main purpose of the study?

## Results

- Can be multiple results

## Limitations

- Allowed to highlight research limitations e.g.
  - Research design
  - Methodology
  - Analysis techniques utilised

## Analysis Techniques

- Graphs? Used sensibly?
- Descriptions?
- Thematic analysis?

## Reference

- Reference the paper like Harvard referencing style