



The Research Process

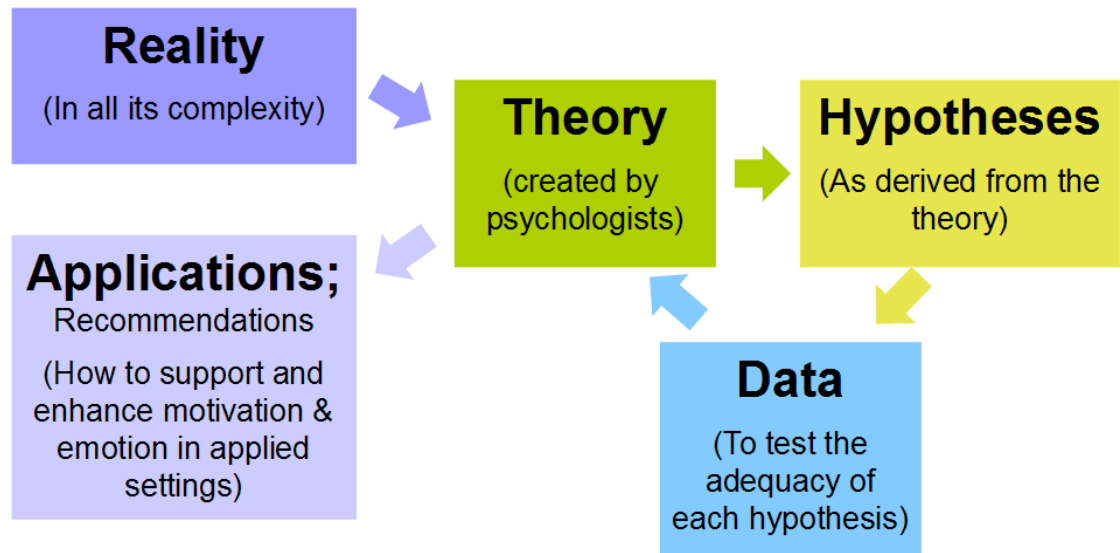
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Purpose of This Document

Familiarity with Research Process

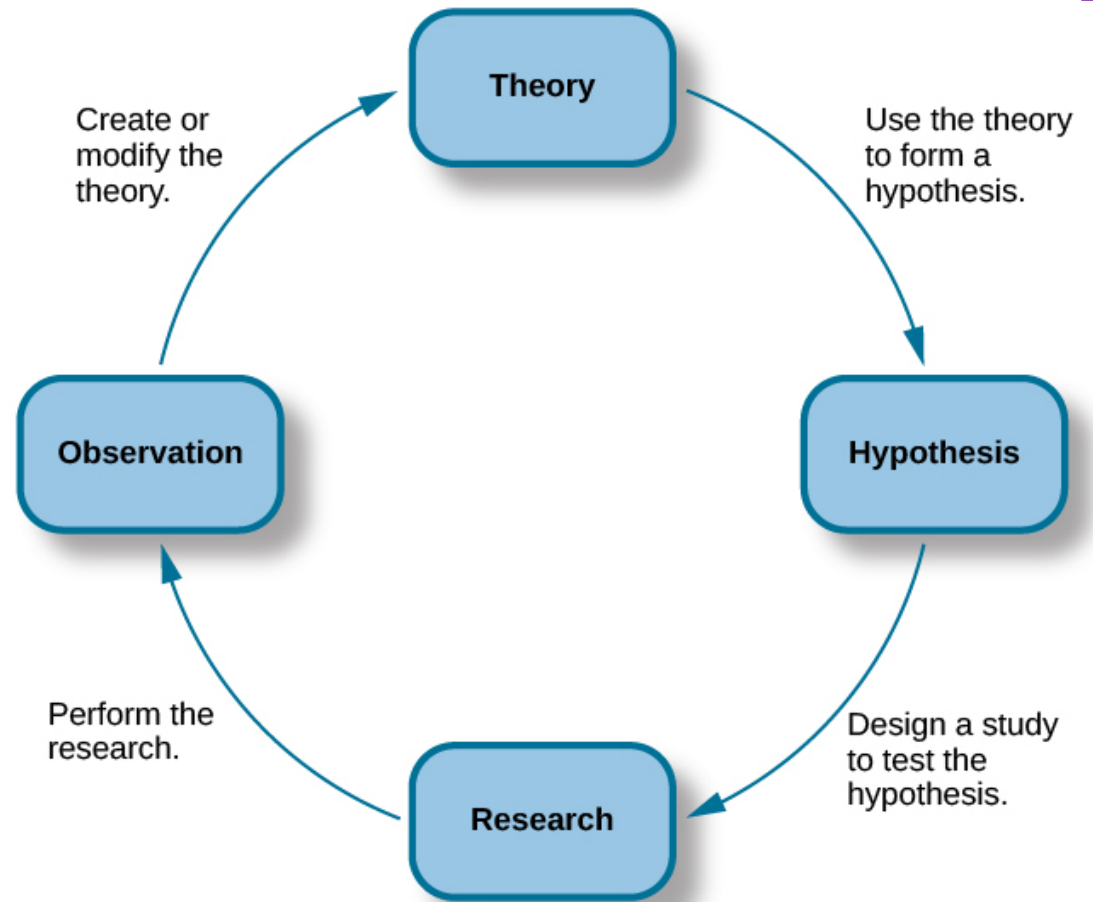
Tools to begin Inquiry

What is Inquiry?



Systematic and
Organized endeavor
into an area of life or
experience





“Scientific” Inquiry



Methods of Inquiry: Qualitative vs. Quantitative

Qualitative versus Quantitative

Purpose

Quali: To understand & interpret social interactions.

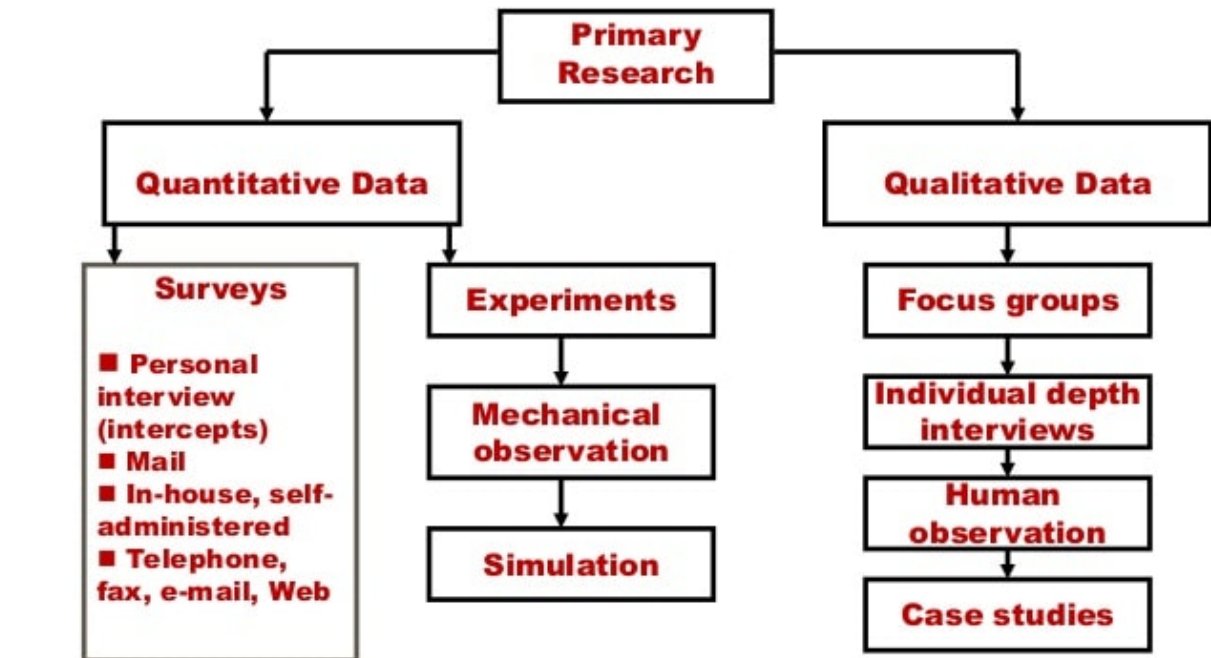
Quanti: To test hypotheses, look at cause & effect, & make predictions.

	Qualitative	Quantitative
Conceptual	Concerned with understanding human behaviour from the informant's perspective Assumes a dynamic and negotiated reality	Concerned with discovering facts about social phenomena Assumes a fixed and measurable reality
Methodological	Data are collected through participant observation and interviews Data are analysed by themes from descriptions by informants Data are reported in the language of the informant	Data are collected through measuring things Data are analysed through numerical comparisons and statistical inferences Data are reported through statistical analyses
Source: Adapted from Minichiello <i>et al.</i> (1990, p. 5)		

Research Cycle



Primary Research Methods & Techniques



What is a Research Question?

- An idea that drives further research

Qualitative RQ	Quantitative RQ
How do aboriginal people experience waste removal and sanitation?	What have been the trends of waste removal rates from aboriginal communities?



Research Methods

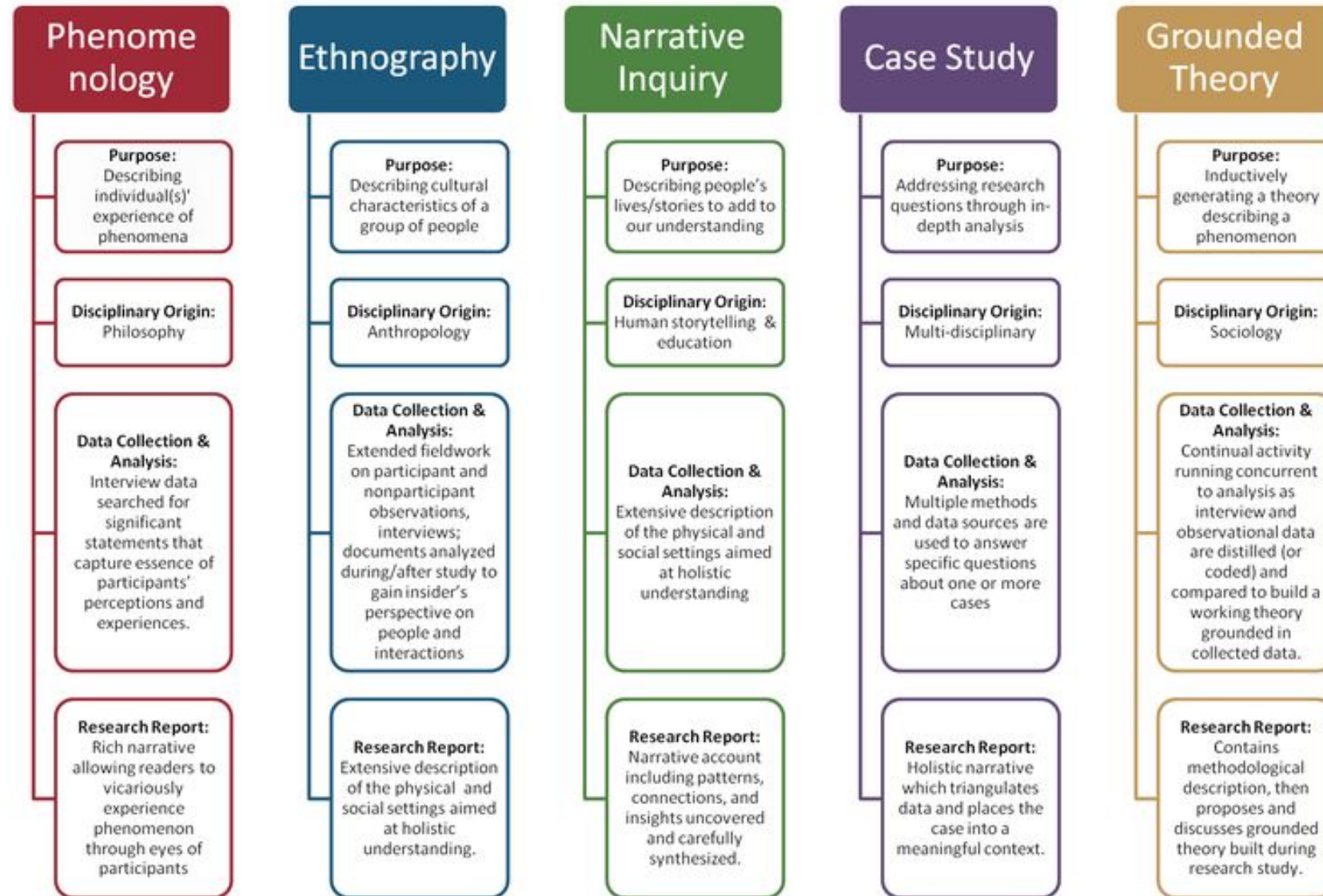
Two Approaches to Research

- **Quantitative**
 - Emphasizes numbers, measurements, control, and experimentation
 - This is the traditional scientific research
- **Qualitative**
 - Emphasizes natural settings, observations, verbal narratives, and interpretations
 - Emerged from sociology



Methodology	Qualitative or Quantitative?	Typical Cost	Typical Time	Comments
Secondary Research	Can be either	Typically free or low cost	Short	Usually a great place to start, but often not detailed or specific enough
Surveys	Quantitative	Varies widely. Key costs include participant incentives, survey design, & survey administration	Medium	Excellent for measuring attitudes across a large population and for answering specific questions
Focus Groups	Qualitative	Medium. Key costs include focus group moderation and participant incentives	Medium	Good for exploratory research
Interviews	Qualitative	Similar to focus groups, but can be much cheaper depending on the audience and # of interviews	Short-Medium	Also good for exploratory research, along with deep dives into specific topics
Experiments & Field Trials	Quantitative	Often the most expensive method	Usually Long	Used for scientifically testing specific hypotheses
Observation	Usually Qualitative	Medium, relative to the other options	Medium	Good for measuring actual behavior, as opposed to self-reported behavior

Qualitative Research Methods



Research Writing

Why Write?

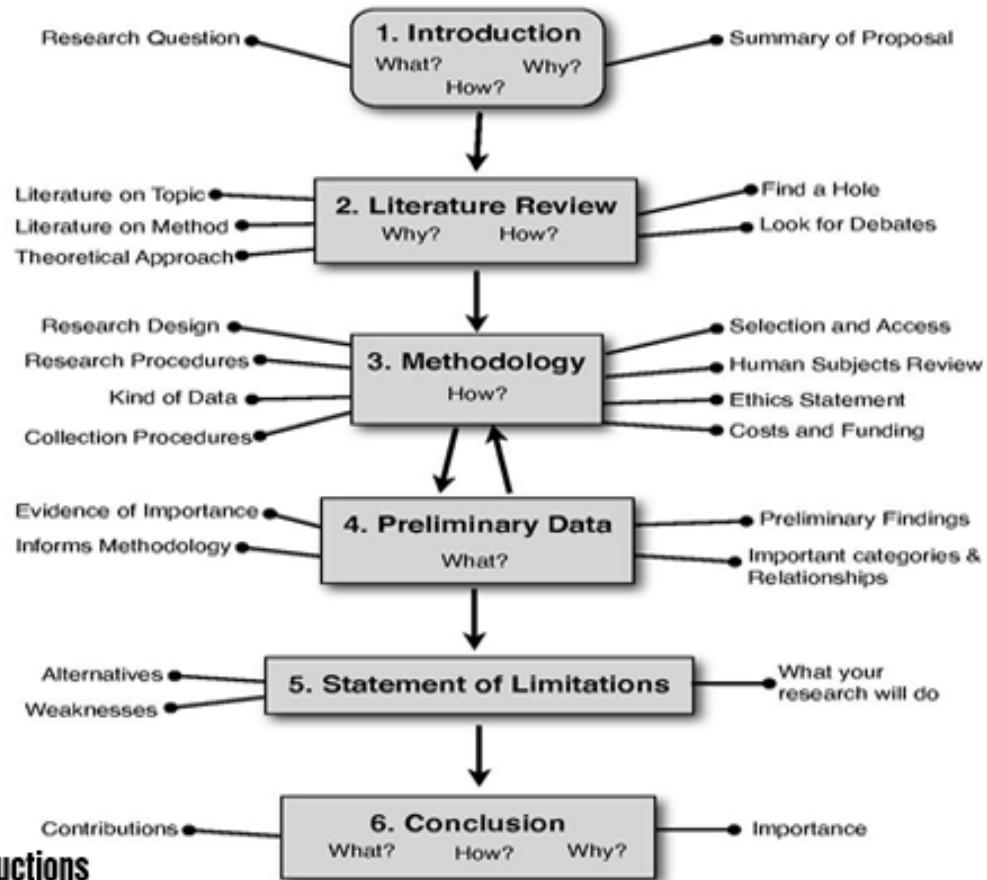
- Share methods
- Share findings
- Build on existing research
- Inform policy

Ways/Places to publish

- Scholarly, Peer-Reviewed Journals
- Open Source, Peer-Reviewed Journals
- Magazines, Blogs
- Posters, Presentations
- Events

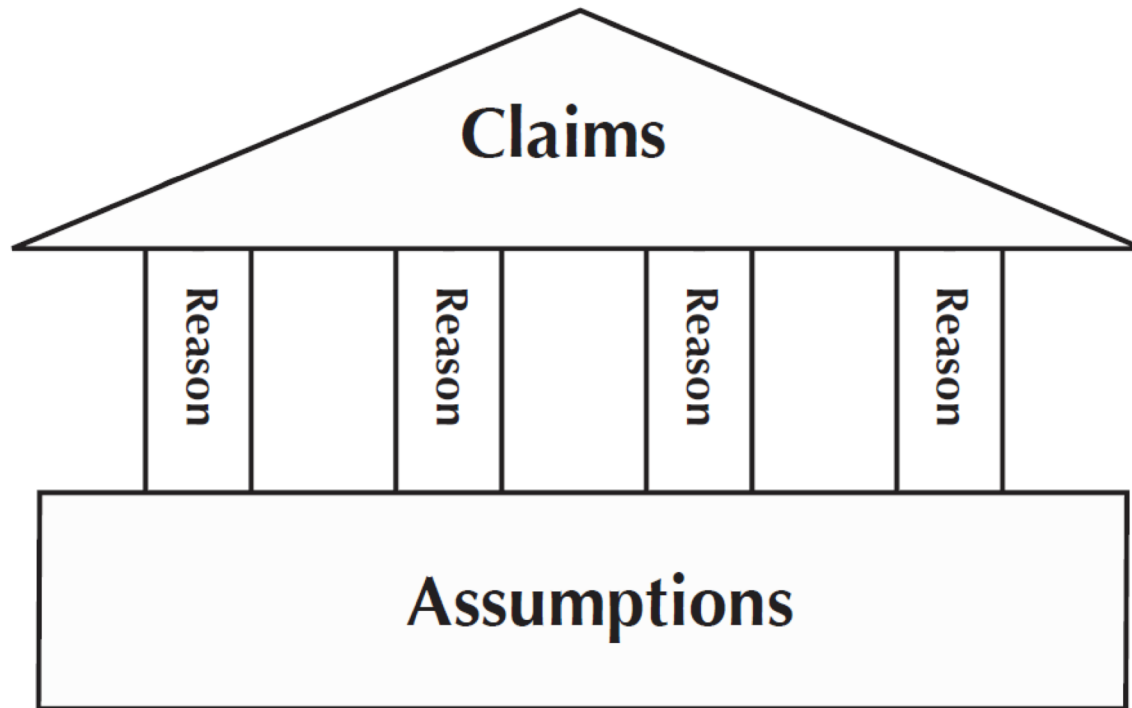


The writing process



How to write about research

Figure 2. Constructing an argument



What is an Argument?

- An **argument** is a claim with reasons that are supported by evidence.

- Think of it as a Formula:

ARGUMENT = CLAIM + REASONS + SUPPORTING EVIDENCE

- An **argument** is different than an opinion because it is always supported by evidence and not just reasons.

Sources

- https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiVqqO5s-rcAhUMXKwKHRakCOwQjRx6BAgBEAU&url=https%3A%2F%2Fwww.globalassignmenthelp.com%2Fdissertation-research-methods&psig=AOvVaw3W0BeQVe18P5_aWP7N4inB&ust=1534262524849339
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