

## **Seminar 2: Research Methods and Professional Practice – Peer review Activity**

### Contents:

- Unit 3: Research methods
  - ➔ Engagement with peer review activity
- Unit 4: Incorporating case studies, observations and focus groups
  - ➔ Progressing with the Literature review, (looking forward to formative and summative)

### Unit 3: Research design strategy:

- Research process:
  - ➔ Focus on what the area to chosen study is.
  - ➔ Carefully pin point a research topic.
  - ➔ What will your research approach be?
  - ➔ Careful planning for undertaking research.
  - ➔ Use deep research to gather information and data.
  - ➔ Analyse, evaluate and interpret the data and research.
  - ➔ Apply and present your results and findings.
- Research Method Types:
  - ➔ Exploratory Research: specific aspects of research related to the topic that is explored.
  - ➔ Conclusive research: Descriptive Research; describe elements or causes in the specified research area.
- Research methods:
  - ➔ Action research 'the carefully document (and monitored) study of an attempt by you to actively solve a problem and/or change a situation' (Herbert, 1990: 29)
  - ➔ Experiment 'involves an investigation of causal relationships using tests controlled by yourself'.
  - ➔ Case study is 'an in-depth exploration of one situation' (Cornford and Smithson, 2006: 71)
  - ➔ Survey allows 'the collection of a standardised data from a sizable population in a highly economical way' (Saunders et al., 2012: 177)

#### Unit 4: Case Studies, Focus Groups and Observations:

- Data collection methods:
  - ➔ Case studies involve in-depth research and study of individuals or groups.
  - ➔ 1:1 interviews tend to elicit specific research for a topic.
  - ➔ Focus groups then are used for a 'deeper dive' into research after initial investigation
  - ➔ Surveys are a good method of gathering data which can be converted into Quantitative research.
  - ➔ Quantitative observation refers observing numerical values.
  - ➔ Qualitative observation refers to the monitoring of characteristics.
  - ➔ Readings
  - ➔ Further information: Fuelcycle (2019) The Tree Most Common Observation Research Methods.
  
- An effective Literature Review incorporates:
  - ➔ A focused approach to research
  - ➔ The ability to identify cross-sectional research (for example: mixing the old with the new)
  - ➔ Contemporary literature should come from publications ideally within the last 6 years and no older than 10-15 years maximum
  - ➔ Literature review must be based in deep research and not opinion
  - ➔ You must be able to dissect your research and analyse and evaluate that research
  - ➔ Remember that academic writing is grounded in debate and discussion (looking at the pros and cons of discussion)
  - ➔ Keep writing academic, concise, logical and focused (don't indulge in wordy and emotional writing styles)
  - ➔ Your writing should show a good and intrinsic knowledge of your subject
  
- A Literature review should:
  - ➔ Show clarity when looking at and answering the research problem
  - ➔ Develop your research methodology
  - ➔ Develop your existing knowledge of a topic
  - ➔ Fully contextualise your research findings

### Developing a Literature Review: Academic conventions:

- Please complete the Literature Review on a word document and consider academically appropriate professional presentation when completing this, for example:
  - ➔ Put your name, student number, where you are studying, the module you are studying on a title page and the unit you are responding to.
  - ➔ Use Arial font size 12
  - ➔ Double line spacing
  - ➔ Margin indentations should be approx. 2.5 cm on either side
  - ➔ Use regular citation
  - ➔ Apply a list of references at the end of your Literature Review
  - ➔ Ensure paraphrase are evenly weighted
  - ➔ Ensure that syntax is academic and concise (use word count wisely)
  - ➔ Take a critical approach to content (don't be overly descriptive or subjective in your opinion)
  - ➔ Ensure that all research is paraphrased away from the original source – consider Turnitin content matches.