



Wits University Graduate School of
Public and Development Management

PADM 5086

RESEARCH DESIGN & METHODOLOGY



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Graduate School of Public and Development Management
University of the Witwatersrand

19 – 23 July 2010

CONTENTS

1 Content overview

This module will cover the research process, the primary research output for proposal purposes in the context of P&DM, an overview of qualitative and quantitative methods, data collection, recording and analysis and final output of a research proposal for a 50% Masters research component.

2 Session Summary

	Date	Topic	Presenter
Session 1	Mon 19 July 09h00 – 10h00	Introduction to postgraduate research Rules, procedures, expectations	Luci Abrahams
Session 2	10h30 – 12h30	Research Design Research enquiry process Exercise: Selecting a topic and developing a working title	Luci Abrahams
Session 3	13h30 – 17h00	Designing the Research Proposal Exercise: Developing the Background, Problem & Purpose Statements	Luci Abrahams & Murray Cairns
Session 4	Tues 20 July 09h00 – 12h30	Literature reviews and online resources Literature reviews, using the Internet to support research	Charley Lewis
Session 5	13h30 – 17h00	Theoretical approaches Problem and Purpose statements Research Question/ Hypothesis	Dr Last Moyo/ Dr Sarah Chiumbu
Session 6	Wed 21 July 09h00 – 12h30	Quantitative methods Designing and using surveys, writing up and interpreting statistical results	Dr Marinda Weideman & Luci Abrahams
Session 7	13h30 – 17h00	Qualitative methods Data collection & analysis methods	Luci Abrahams
Session 8	Thurs 22 July 09h00 – 12h30	Analysing primary and secondary data	Murray Cairns
Session 9	13h30 – 17h00	Data Coding and Analysis	Luci Abrahams

	Date	Topic	Presenter
Session 10	Friday 23 July 09h00 -10h30	Using databases for literature reviews	Wits Library
	11h00 – 12h30	Exercise: Drafting proposals	Luci Abrahams
Session 11	13h30 – 15h00	Research proposals Drafting proposals and presenting to research proposal panels Wrap-up	Luci Abrahams

3 Course Outcomes

By the end of this module, students must understand the research process and the rules that guide it at P&DM, including the identification of a topic and supervisor, preparation of a research proposal and final research report, assessment criteria for this and associated timelines. You will have an overview the research process and the various outputs such as problem statement, literature review, research question. You will have a sufficient understanding of the major paradigms of qualitative and quantitative research in order to locate your research in these paradigms, and to provide a basis for further examination of your preferred method. You will have a basic understanding of both approaches, enabling you to read critically in either format. By the end of the module you should be in a position to prepare your research proposal within a three month period.

4 Core Readings

The following readings are recommended for the course.

- Babbie, E and Mouton, J (2004) *The Practice of Social Research*, OUP, Cape Town.
- Badenhorst, Cecile (2007) *Research Writing: Breaking the Barriers*, Van Schaik, Pretoria.
- Booth, W Colomb G, and Williams J (2003) *The Craft of Research*, The University of Chicago Press, Chicago.
- Creswell J W (2002) *Research Design: Qualitative, Quantitative and Mixed Method Approaches*, Sage Publications, London.
- Leedy, P D and Ormrod, J E (2005) *Practical Research: Planning and design* (8th ed,) Pearson Educational International and Prentice Hall: New Jersey.
- Leedy, P D and Ormrod, J E (2001) *Practical Research: Planning and design* (7th ed,) Pearson Educational International and Prentice Hall: New Jersey.
- Mouton, J (2001) *How to succeed in your Master's and Doctoral Studies*, A South African Guide and Resource Book, Van Schaik Publishers, Pretoria

5 Required Readings

One or more required readings will be provided for each session. These are printed out and included in your course pack. You are expected to complete those readings required for each session **in advance** as the lecture will assume familiarity with their content. You will also be provided electronically in advance of the course with some sample proposals for discussion in class. Please read these in advance as there will not be time in class due to the ground that has to be covered in such a limited time.

Lecturers / facilitators who use teaching aids or provide additional material, will distribute these notes to you as they become available. These notes should be added to your course file and included as part of your course materials.

6 Preparation Requirements

Your preparation work – mainly reading - should be done individually before you come on the course. Please note that there may be tasks to prepare for specific sessions. These will assist you to work through the conceptual and theoretical understandings in each of the readings and begin to apply these to cases and issues. Read through each session outline carefully to ensure that there are no mishaps.

<p>We assume that for every 1 hour that you spend in the classroom, 30 in total, you will need to spend approximately 4 additional hours in preparation. This includes reading, writing assignments and examinations.</p>

7 Course Assessment

The course equivalent assignment for this course is your draft research proposal. This must be submitted **by Monday 23 August 2010**.

As with all examinations, students failing to submit without having applied for a deferred examination (with valid reasons) will be failed absent and as a consequence off the degree.

During this course you should be preparing your research proposal and will be allocated a supervisor accordingly.

8 Information on Content Sessions

Session 1: Introduction to Postgraduate Research	
Presenter	Luci Abrahams, LINK Centre, Graduate School of Public and Development Management
Outcomes	Participants understand the rules, requirements and expectations of post graduate research and specifically the 50% research Masters.
Content	<ul style="list-style-type: none"> • Faculty and P&DM rules • Research and writing guidelines • Assessment • Milestones
Core Readings	<ul style="list-style-type: none"> • Faculty Rules and Syllabus 2006 – only section dealing with “Degree of Master” • P&DM/MMICTPR study guide • P&DM handbook on PhD and MM by research dissertation • Senate Assessment Instrument
About your Lecturer	Luci Abrahams is a Senior Lecturer and Director of the LINK Centre. She has led and conducted a number of research projects and has written up the results for research publications, including academic journal articles and book chapters, on topics spanning the information society, e-government, innovation systems, e-development and open access to knowledge. She leads the research writing seminars on Saturday mornings from 09h00 – 12h00.

Sessions 2 & 3: Research design	
Presenter	Luci Abrahams, P&DM LINK Centre & Murray Cairns
Outcomes	Participants will be able to: <ul style="list-style-type: none"> • Understand the nature of research enquiry • Think through background, problem and purpose statements • Developing a working title
Content	<ul style="list-style-type: none"> • Research process • Identify research area • Develop a topic from research area • Develop problem statement • Develop purpose statement
Core Readings	<ul style="list-style-type: none"> • Babbie and Mouton, Chapter 4: Research Design and Problem Formulation, pages 71 - 106 • Cresswell, J, Chapter 3: The Introduction to the Study, pages 41 – 55 & Chapter 4: The Purpose Statement, pages 56 - 68 • Leedy and Ormrod, (2001) Chapter 3: The Problem: The Heart of the Research Process, pages 49 – 68
Additional References	Merriam S (1998) <i>Qualitative Research and Case Studies Applications in Education</i> , Jossey-Bass Publishers, San Francisco.
Activity	Writing up a topic and working title. Developing problem and purpose statements.
About your Lecturer	Murray Cairns has an MM in Public and Development Management from the Wits Graduate School of Public and Development Management. He is responsible for the P&DM Research Hub and the presentation of the research seminar series for P&DM.

Session 4: Literature reviews and online research resources	
Presenter	Charley Lewis, P&DM LINK Centre
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Identify, prioritise and collect literature related to a research problem • Write a review of the literature relevant to a research proposal • Understand the role and value of online research • Apply the concepts and best practice of online research techniques • Use a range of electronic resources to research, collect and organise literature sources and references
Content	<ul style="list-style-type: none"> • Rationale for and approaches to the literature review • The role of the Internet in research • Basic sources of online information • Using search engines (keywords & URLs) • Making sense of information • Saving & organising results • Advanced search techniques and tools • Google Scholar & Google Desktop
Readings	<ul style="list-style-type: none"> • Obenzinger, H (2005) 'What Can a Literature Review do for me? How to Research, Write, and Survive a Literature Review', Stanford University • Taylor, D (nd) The Literature Review: A Few Tips on Conducting it, University of Toronto • Tillman, H (2003) 'Evaluating Quality on the Net' • Other handouts will be made available in class
About your Lecturer	<p>Charley Lewis is Degree Convenor for the Masters of Management in ICT Policy and Regulation and a researcher at the Wits LINK Centre. He has undertaken research in a number of areas, including the Internet, call centres, consumer protection, e-learning and universal access and service.</p>

Session 5: Theoretical approaches	
Presenter	Dr Last Moyo/Dr Sarah Chiumbu
Outcomes	Participants will be able to: <ul style="list-style-type: none"> • distinguish major traditions and approaches to social inquiry • determine a broad approach in which to locate their research • move from the broad research frame to designing the research question
Content	<ul style="list-style-type: none"> • Trace the concept of research from its modernist roots to post-modernism in order to understand qualitative and quantitative research • Analyse current theories in relation to developing a research framework • Key issues in framing the research question or hypothesis
Core Readings	<ul style="list-style-type: none"> • Babbie and Mouton, Chapter 2: Metatheory and social enquiry, pages 20 – 46 • Neuman, W.L. (1997) Social Research Methods. Boston: Allyn and Bacon, pages 60 – 85 • Cresswell, Chapter 4: The Purpose Statement, pages 57 - 62 and Chapter 5: Questions, Objectives and Hypotheses, pages 70 - 76
Additional References	<ul style="list-style-type: none"> • McKenzie, G. (1997) The age of reason or the age of innocence? In G. McKenzie, J. Powell and R. Usher (eds) Understanding social research: Perspectives on methodology and practice. London: The Falmer Press, 8-24. • Usher, R. (1997) Telling a story about research and research as story-telling: Postmodern approaches to social research. In G. McKenzie, J. Powell and R. Usher (eds) Understanding social research: Perspectives on methodology and practice. London: The Falmer Press, 27-41.
Activity	Locate your research theoretically
About your Lecturers	Dr Moyo and Dr Chiumbu are academics in the Faculty of Humanities who teach, conduct research and publish in the domain of ICT and media studies.

Session 6: Quantitative Methods	
Presenter	Dr Marinda Weideman
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Outline the origins of the quantitative paradigm as a link between theory and research • Identify the research design • Formulate the appropriate problem statement, research questions and hypotheses, if any. • Identify the sampling methodology • Outline the structure of the questionnaire, ensuring alignment with the research questions. • Identify the do's and don'ts in item construction.
Content	<ul style="list-style-type: none"> • Colombia School, statistics and the quantitative tradition • Research designs • Sampling methods • Research questions and hypotheses: aligning research questions to research hypotheses • Design/ structure of the questionnaire: alignment with the research questions • Construction of the questionnaire items: do's and don'ts • Common response scales: Likert-type rating, forced choice, checklist, ranking, single vs multiple response • Students' research projects with respect to quantitative methodology
Core Readings	<ul style="list-style-type: none"> • Leedy & Ormrod (2001) Chapter 9: Descriptive research, pages 191 – 227 • Babbie & Mouton (2004) Chapter 5: Conceptualisation and Measurement, pages 108 – 126
Activity	<p>Draw a random sample.</p> <p>Spot the errors in a questionnaire.</p>
About your Lecturer	<p>Dr Marinda Weideman has many years of experience in designing, conducting and managing large surveys. She has recently completed the design and management of a survey on the information society and e-government in the Gauteng province.</p>

Sessions 7, 8 & 9: Qualitative Methods	
Presenter	Luci Abrahams & Murray Cairns
Outcomes	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • understand the origins of the qualitative paradigm as a link between theory and research • Overview major qualitative methods to gather data and analyse it
Content	<ul style="list-style-type: none"> • Chicago School, participatory research • Approaches to the study of public policy • Interviews • Case studies • Recording, coding and analysing data • Verification
Core Readings	<ul style="list-style-type: none"> • Babbie and Mouton, Chapter 10: Qualitative studies, pages 269 - 309 • Leedy and Ormrod, (2005) Chapter 7: Qualitative research, pages 133 – 160 • Fischer, F. (2003) Beyond empiricism: policy analysis as deliberative practice, in Hajer & Wagenaar: <i>Deliberative Public Policy Analysis – Understanding Governance in the Network Society</i>, Cambridge University Press, UK • Gottweis, H. (2003) Theoretical strategies of poststructuralist policy analysis: towards an analytics of government, in Hajer & Wagenaar: <i>Deliberative Public Policy Analysis – Understanding Governance in the Network Society</i>, Cambridge University Press, UK • Jessop, B. (1995) The Regulation Approach, Governance and Post-Fordism – Alternative Perspectives on Economic and Political Change? <i>Economy and Society</i>, 24 (3), pages 307 - 333 • Shafiul Alam Bhuiyan, A. J. M. (2008) Peripheral View: Conceptualising the Information Society as a Postcolonial Subject, <i>International Communication Gazette</i>, Sage Publications, available online at http://gaz.sagepub.com/cgi/content/abstract/70/2/99
Additional References	<p>Merriam S (1998) <i>Qualitative Research and Case Studies Applications in Education</i>, Jossey-Bass Publishers, San Francisco.</p> <p>Yin , R. K. (1994) <i>Case study research: design and methods</i>. London: Sage</p>
Activity	Review research proposals

Session 11: Preparing research proposals and presenting to research panels	
Presenter	Luci Abrahams
Outcomes	Participants will be able to: <ul style="list-style-type: none"> • Identify and schedule components of research • Structure the proposal • Reference fully • Enter into a supervision contract • Presenting to proposal panels, evaluation, feedback and revisions
Content	<ul style="list-style-type: none"> • Report design • Report writing • Supervision
Core Readings	<ul style="list-style-type: none"> • Leedy and Ormrod, (2005) Chapter 6: Writing the research proposal, pages 115 – 129 • Guideline for the preparation of Master research proposals
Additional References	Booth, W Colomb G, and Williams J (2003) The Craft of Research, The University of Chicago Press, Chicago
Activity	Review past research proposals

COURSEPACK: TABLE OF CONTENTS

A: Background Documents – Rules & General Guidance

- General Rules
- Writing a Proposal
- Quick Overview of Research Methodology
- Sample Proposal 1
- Sample Proposal 2
- Proposal Exercise

B: Research Design and Qualitative Methodologies

- Babbie & Mouton: the practice of social research
- Booth, Colomb & Williams: The Craft of Research
- Creswell: Research Design – Qualitative and Quantitative Approaches
- Leedy & Ormrod: Practical Research – Planning and Design
- Neuman: Social Research Methods – Qualitative and Quantitative Approaches
- Tellis: Introduction to Case Study

C: Research Design and Quantitative Methods

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D: Literature Reviews

- The Literature Review: Tips
- Obenzinger: “What a Literature Review can do for me”
- Searching the Web
- Evaluating Quality on the Net

E: Studies in Public Policy – ICT and Network Societies

- Fischer, F. and Gottweis, H. in Hajer & Wagenaar: Deliberative Public Policy Analysis – Understanding Governance in the Network Society
- Jessop, B. (1995) The Regulation Approach, Governance and Post-Fordism
- Shafiul Alam Bhuiyan, A. J. M. (2008) Peripheral View: Conceptualising the Information Society as a Postcolonial Subject