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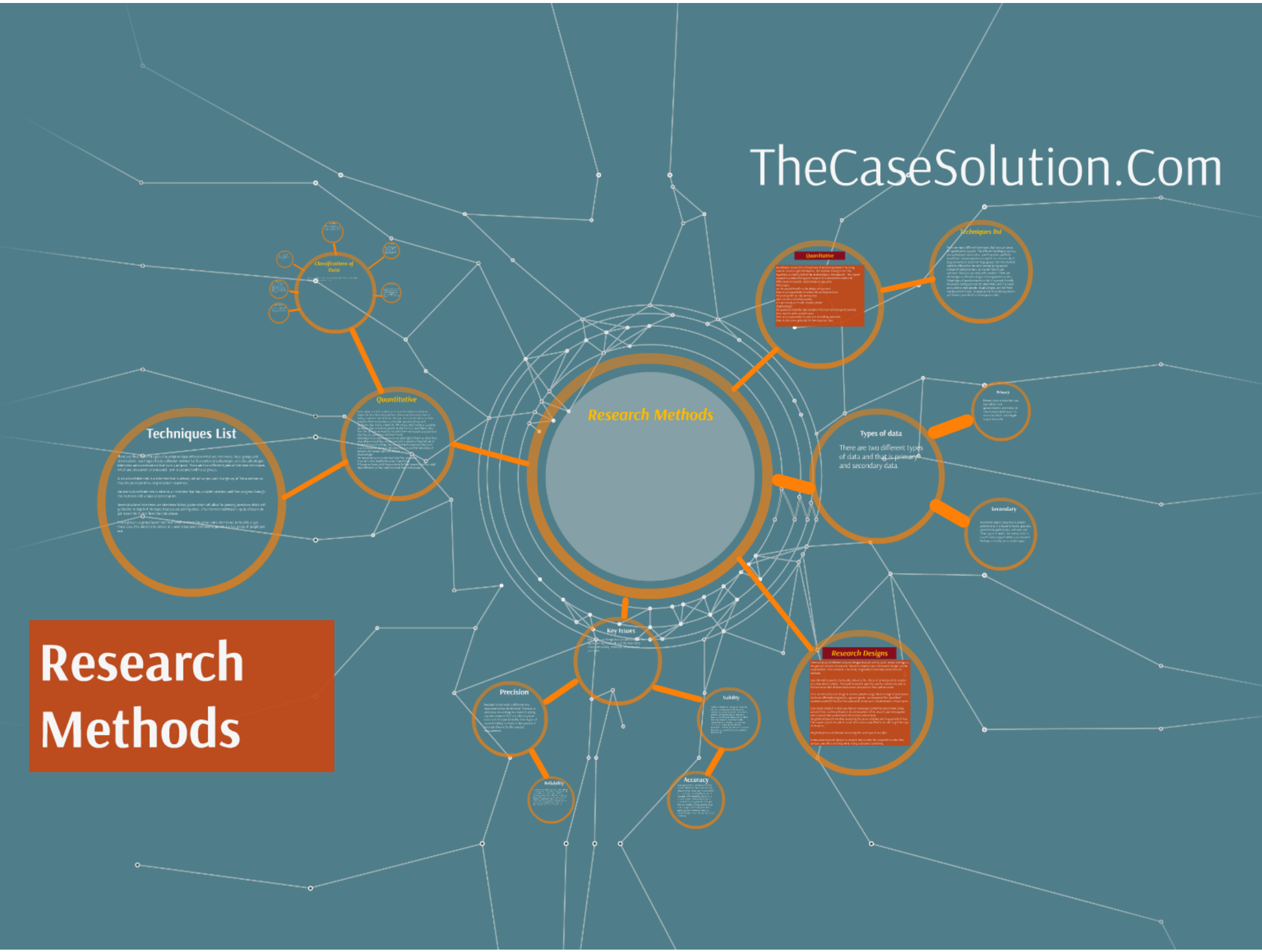
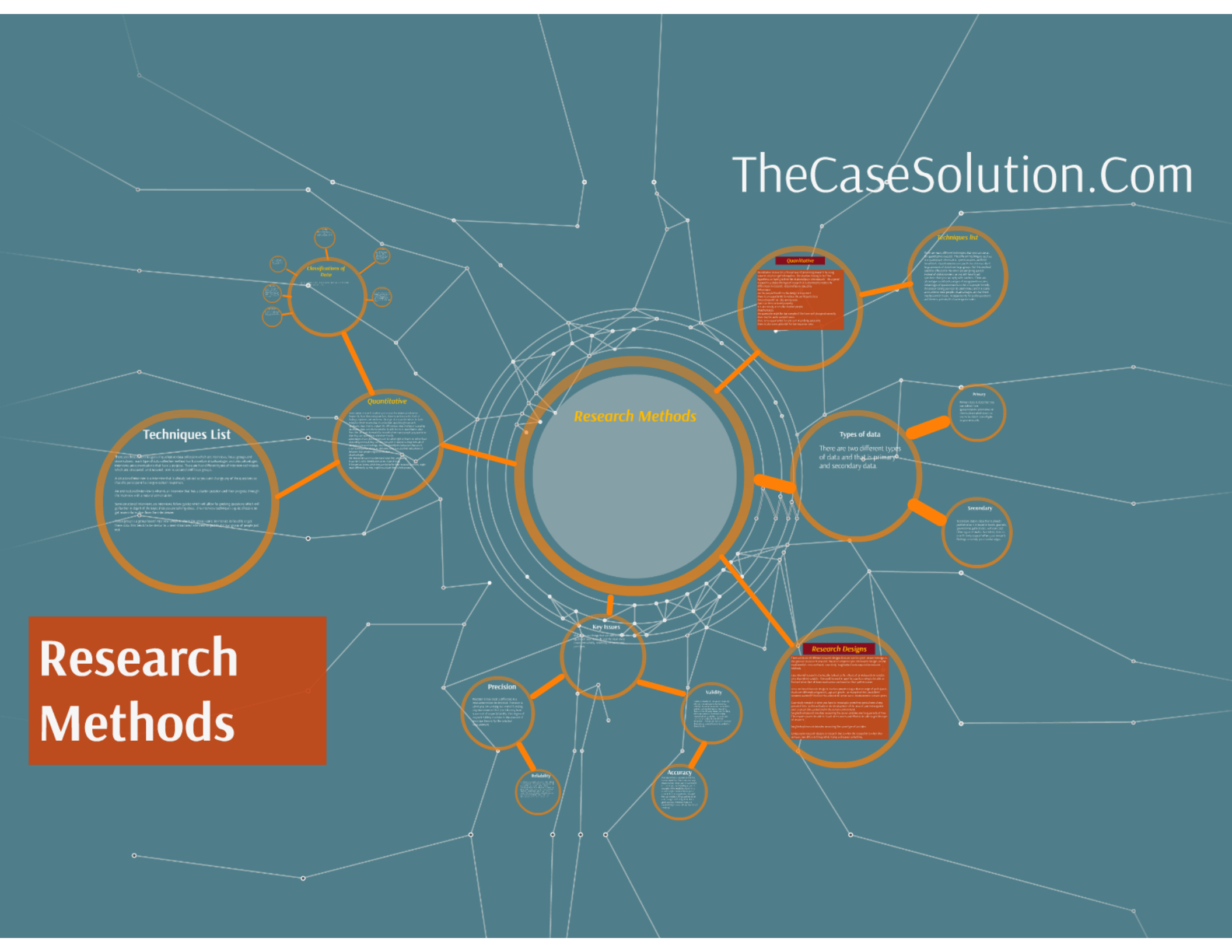
Research Methods

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Research Methods
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Techniques List
Quantitative
Classifications of Data
Quantitative
Techniques list
Types of data
There are two different types of data and that is primary and secondary data.
Primary
Secondary
Key Issues
Precision
Validity
Reliability
Accuracy
Research Designs


Research Methods

Quanlitative

Quanlitative research is a formal way of presenting research by using numerical data to get information. this involves having to test the hypothesis or having to find the relationships in the research. this type of research is a deductive type of research. it is designed to notice the differences in research, relationships or causality.

Advantages

can be people friendly is the design is important

there is an opportunity to reduce the participants bias

the participant can stay anonymous

data can be structured properly

it is also easily accessible to most people

disadvantages

the questions might be too complex if the form isn't designed correctly

there may be some control issues

there is no opportunity for any sort of probing questions

there is also some potential for low response rates

Techniques list

There are many different techniques that you can use as for quantitative research. The different techniques such as non-participant observation, questionnaires and field-based data. Questionnaires are used to be able to collect large amounts of data from large groups. But this method could be effected by the other person giving speech instead of giving numbers so you will have to ask questions that you can reply with numbers. There are advantages and disadvantages of using questionnaires. Advantages of questionnaires is that it is people friendly, the person taking part can be anonymous and it is easily accessible to most people. disadvantages are that there maybe control issues, no opportunity for probe questions and there is potential for low response rates.

Research Designs

There are loads of different research designs that are used in sport. research designs is the general structure of research. the most common types of research designs are the experimental, cross-sectional, case study, longitudinal and comparative research methods.

Experimental research is being able to look at the effects of an independent variable on a dependent variable. This could be used in sport by coaches trying to be able to find out what their athletes weaknesses are based on their performances.

cross sectional research design in involves people using a diverse range of participants that have different backgrounds, age and gender. an example of this would be if someone wanted to find out the amount of certain races involvement in certain sports.

Case study research is when you have to investigate something special over a long period of time. so this will take in the development of the area of your investigation over a certain time period and in the certain environment.
longitudinal research involves measuring the same variables over long periods of time. This requires you to be able to loads of resources and effort to be able to get this type of research.

longitudinal research invovles measuring the same type of variables

Comparative research designs is research that is when the researcher is when they compare two different things while trying to discover something.

Quantitative

Quantitative research is when your research contains words more frequently than than using numbers. this research in used to look at feelings, opinions and emotions. This type of research tends to be fairly inductive which means that it can be developed trough research.
qualitative data tries to explain the differences, relationships or causality.
qualitative data can also be used to be able to create quantitative data from this. an example would be recording how many people play sports so that they can spend time with their friends
advantages of are observations can be called right at that time rather than depending on recall,they can also research in natural settings instead of doing it in research settings, they can identify the behaviors that aren't clear to the person doing an interview, they can also find indications of behavior that people might not disclose
disadvantages
the researcher can misunderstand what they are seeing
it can be hard to identify the correct type of data
if the person knows what they are doing for their research and they might react differently so they might invalidate their whole project.

Techniques List

There are three different types of qualitative data collection which are interviews, focus groups and observations. each type of data collection method has has certain disadvantages and also advantages. interviews are conversations that have a purpose. There are four different types of interview techniques which are structured, unstructured, semi-structured and focus groups.

A structured interview is a interview that is already set out so you cant change any of the questions so that the participant has to give certain responses.

An unstructured interview is when is an interview that has a starter question and then progress through the interview with a natural conversation.

Semi-structured interviews are interviews follow guides which will allow for probing questions which will go further in depth of the topic that you are talking about. this interview technique is quite effective to get more information from the interviewee.

Focus group is a group based interview which is where the group starts to interact to be able to get there data. this tends to be similar to a semi-structured interview its just that it has group of people just not.