Understanding research methods & finding the hook in a research piece

By

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Agenda

1. Research
2. Research Methods
3. Content analysis
4. Finding a hook in research
5. Conclusion

Introduction

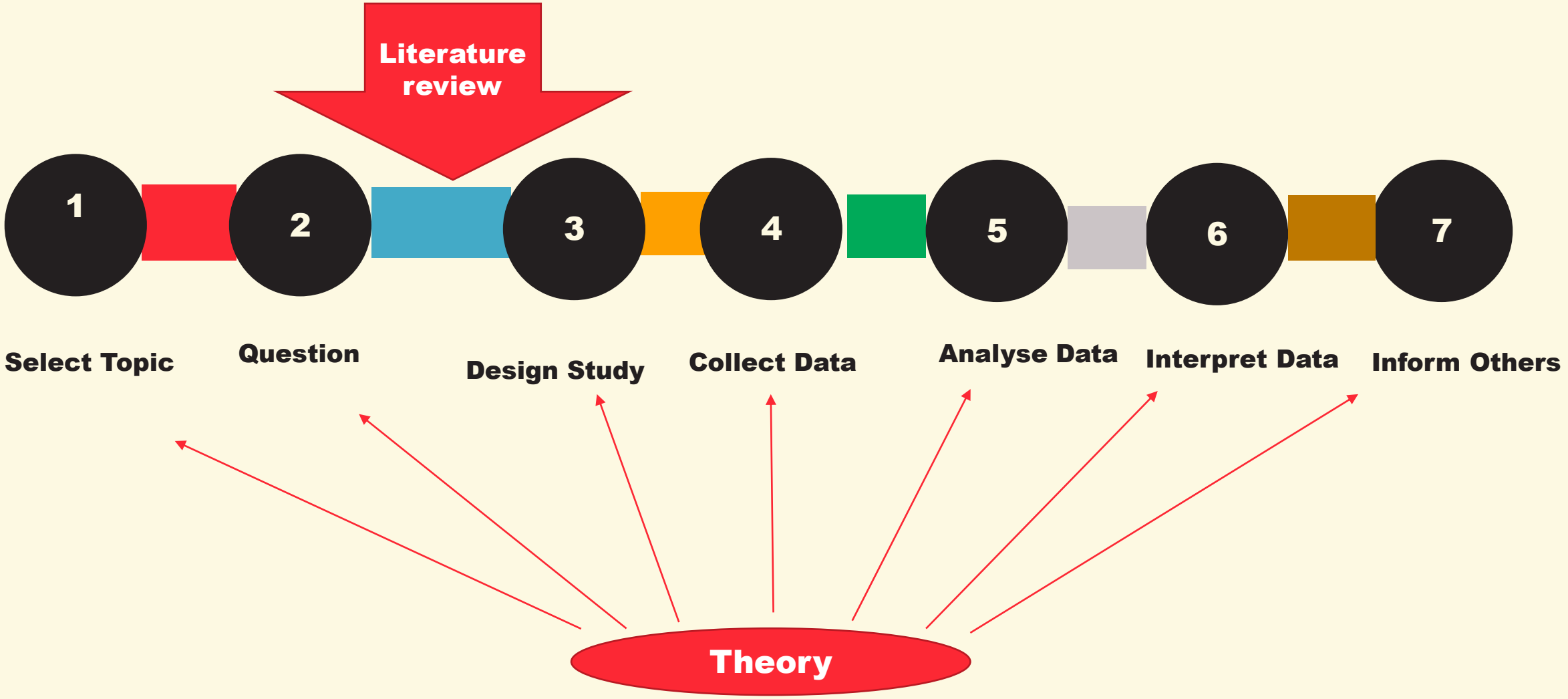
What is research?

“Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon” (Babbie, 1999).

What is missing?

-to establish facts and reach new conclusions.

Steps in the research (Neuman, 2007)



5 Literature review

In research, we collect data.

Primary Data

- First-hand data gathered by the researcher.
- Survey, observations, experiments, questionnaires, personal interviews, etc.

Secondary Data

- Data collected by someone else, earlier.
- Government publications, newspapers, books, journal articles, internal records etc.

Literature review

6 Types of Literature review

Narrative literature review

- Narrative literature review is aimed at identifying a few studies that describe a problem of interest.
- No dedicated search strategy

Systematic Literature review

- A critical assessment of all the literature addressing a well-defined questions.
- Rigorous and structured search strategy

Scoping Literature review

- Synthesize evidence and assess the scope of literature on a topic.
- Population, Concept, and Context (PCC).
- Dedicated search strategy

Research Design

It is more than just the data collection methods used (such as interviews or questionnaires) – it is about the logic of how these data will be collected.

8 Research Design

Experimental research design	**The aim is to compare phenomenon before and after interventions.**
Survey research design	**The collection of data from a sample of individuals.**
Observational research design	**Observes and records behaviour of people in their natural environment**
Documentary	**They make use of existing documentary resources as data.**
Participatory research design	**Emphasizes participation and action by the researcher and communities.**

9 Research Methods

Qualitative

- Seeks to gain insights into properties and attributes.
- Depth
- Cannot be quantified.

1. Interview
2. Observations
3. FGDs
4. Records/archival review

Quantitative

- Numerical analysis and is based on computable values.
- Breadth
- Can be quantified.

1. Questionnaires
2. Checklists
3. Surveys/polls
4. Observations

10 Content analysis

It is used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text).

It uses both quantitative and qualitative approaches.

Much like thematic analysis, there is the question of bias. However, reflexivity may help.

11 How to use content analysis

A broad surface structure (a manifest analysis) – describes what the information says

or

A deep structure (a latent analysis) – underlying meaning of the text.

12 Stages of content analysis (Bengtsson, 2016)

1. Decontextualisation
   a. Familiarisation
   b. Smaller meaning units
   c. Labelled with a code
2. Recontextualisation
   a. Re-read
   b. Check the meaning again.
   c. Decision making
3. Categorization
   a. Condense meaning
   b. Identify themes and categories
4. Compilation
   a. Analysis and write-up.
   b. Compare with literature

13 Measurement

1. Frequency of coverage

2. Story format
- Straight news,
- feature stories and
- opinion

3. Impact

Finding the hook in a research piece

15 What is a research paper hook?

16 Types of hook

1. Introduce a problem
2. Ask a question
3. Clarifying a common misconception
4. Use statistics
5. Something shocking

Using the media to increase research impact

Researchers must work with media professionals to produce short, relatable, digestible, and engaging products.

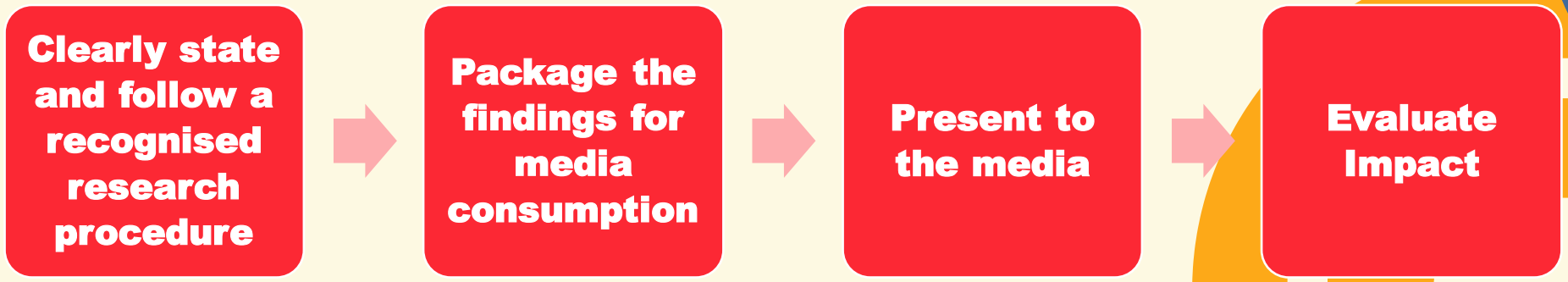
How?

19 The Four Phase Media Development Model to Tell Your Research Story (Czaran, 2017)

20 Plan for product launch

Scoping phase	Identify needs, benefits; identify audience; decide on approach; pin point the change; find the story in the research.
Development Phase	Write the content; Create the product
Release Plan	Release Date; Frequency; Breaks
Review	Reflect on Impact and benefits; Lessons learned

21 Conclusions



Thank you

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