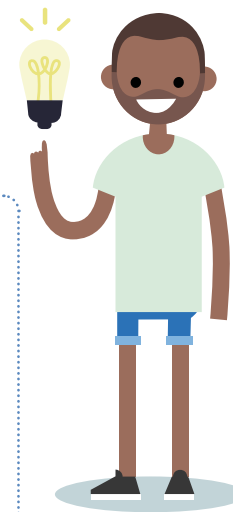


how to choose a research method

what is the purpose of your research?



- I don't know!
- in-depth exploration of social processes or culture
- investigation of secondary data sources
- change or challenge social processes
- tell the full story; explore complex problems
- generalise to population
- predict behaviour
- explore causation or set of natural laws
- none of these! give me more options please



- interviews
- focus groups
- observation
- diary methods
- phenomenology
- ethnography
- case study

- document analysis
- research reviews & meta-analysis
- administrative data analysis



- transformative research frameworks
- critical methodologies
- feminist research
- emancipatory research
- action research
- participatory research



- creative methods
- arts based: theatre, poetry, drawing, video
- mixing methods



- experiment
- randomised controlled experiments
- laboratory experiments



- survey
- questionnaire



- compare qualitative vs. quantitative methods:



have a cup of tea and get inspired!

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explore ncrm resources