

Saïd Business School

Skoll Centre

Entrepreneurship

for Social



Map the System Canada





Map the System

Research Design Essentials



Agenda

01 – Design Roadmap

02 – General Tips

03 – Ethical Considerations

04 – Interview Tips

05 – Summary







research topic

Question/Hypothesis

Based on your purpose statement, outline a specific question/hypothesis

Methodology

Based on your question/hypothesis, select an appropriate methodology



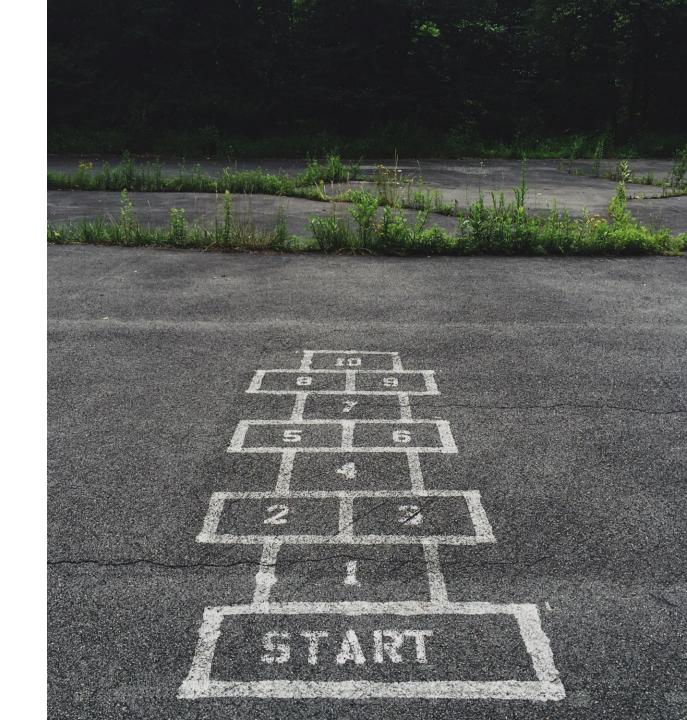
Based on your established research design, collect relevant data

Analysis & Dissemination

Based on available data, analyse and disseminate relevant findings

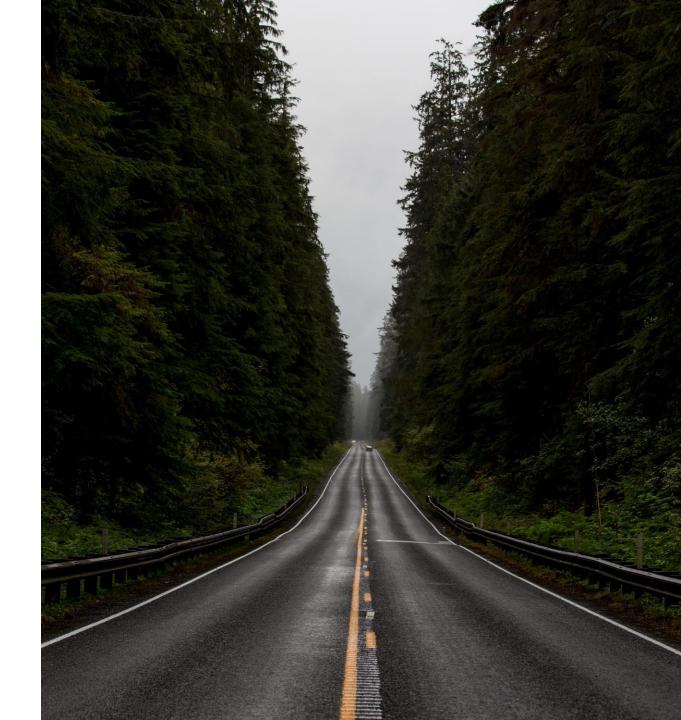
research topic.

- Select a general topic of interest.
- Outline a **short summary** of your topic.
- Consider the value and relevance of your topic.
- Consider the **feasibility** of researching your topic.
- Consider your lived proximity to your topic.
- Determine the level of need for research on your topic.



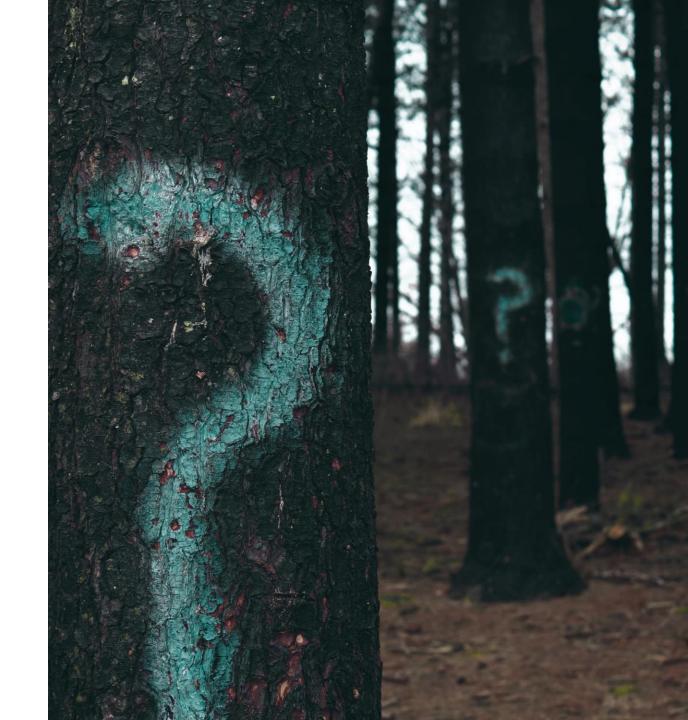
purpose statement.

- Identify the overarching purpose of your research.
- Clarify the primary phenomenon under investigation.
- Delimit the primary setting of your research.
- Identify any variables of direct interest.
- Identify potential participants and/or collaborators.
- Surface any initial arguments, predictions, or assumptions.



question/hypothesis.

- After constructing your purpose statement, you can proceed to develop questions aligned with that purpose.
 - These questions must be **researchable**.
 - They should also reflect your topic and purpose.
 - In case of multiple questions, it can be helpful to distinguish between primary and secondary questions.
- If used, hypotheses can be framed as questions or statements.
- Questions inevitably influence research design and vice versa.



IMPACT GAPS CANVAS



What's happening, what's the impact of the challenge, and what's holding the challenge in place?

GUIDING QUESTIONS

HOW DO YOU DESCRIBE THE CHALLENGE How do those most impacted describe the challenge? How do they describe the effects? How is this challenge related to other challenges?

WHAT IS THE IMPACT OF THE CHALLENGE

What are the numbers? Who or what is impacted (where, how many, in what way)? What does the most up to date research say?

WHAT IS THE CAUSE OF THE CHALLENGE

What is causing the challenge to persist? Who stands to benefit from the challenge continuing to persist?

WHAT IS THE HISTORY AND FUTURE OF THE CHALLENGE

How has the challenge changed over time? What is the projected scope of the challenge in the future? What is missing that could close the gap between the challenge and the current solutions, where are opportunities for greater collective impact,

and what are the key lessons learned?

IMPACT _____GAPS

GUIDING QUESTIONS WHERE ARE THE GAPS BETWEEN THE

CHALLENGE AND SOLUTIONS Who or what is not being served and what is missing to bridge that gap? What actions can be taken to fill the gaps?

WHERE ARE THE GAPS WITHIN THE SOLUTIONS

What is missing (specific regulations, knowledge sharing, new efforts, partnership etc) that would further link up the solutions and achieve greater collective impact?

WHERE ARE THE UNADDRESSED OBSTACLES What is being overlooked? What are the unintended negative consequences of the existing efforts? What specific key opportunities could unlock future impact?

WHAT ARE THE KEY LESSONS LEARNED

From your research and interviews, what key lessons could you share with anyone who wants to impact change in this sector? Where are the biggest opportunities for impact?

LEARNING LOG & ACTION

What resources and people have you connected with to understand the challenge and solutions landscape? Who else do you need to speak with, and what do you still need to learn in order to fill in your knowledge gaps? What can you do to improve your understanding of this challenge or to take action to fill a gap?

What models are already being tried, what's working, what's not, and what resources are available?

GUIDING QUESTIONS WHAT IS HAPPENING LOCALLY

What resources are available that could be drawn upon? What efforts are already being tried which could directly impact the challenge? What are the different models? How are they joined up, or not?

WHAT IS HAPPENING GLOBALLY

What has been tried on similar or tangential challenges globally? What lessons can be learned from those efforts? How can those lessons be shared?

WHAT'S WORKING, AND WHAT'S NOT

What can be learned from the successes and failures of these efforts? What do those involved attribute to the cause of their results?

WHERE IS THE FOCUS AND THE FUTURE?

What parts of the challenge are focused on and what are ignored (specific populations, areas, etc)? What is on the horizon that might impact collective solutions? What future scenarios might play out?



*Derived from tacklingheropreneurship.com.



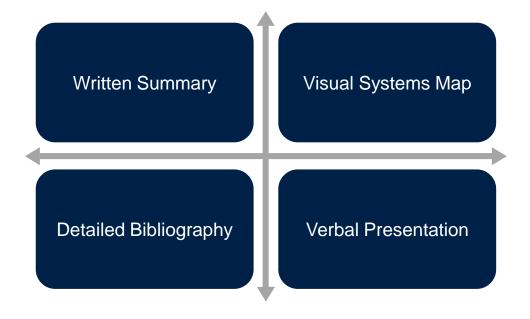
Approach	Genres	Methods
Quantitative	Experiments	Randomized, quasi, single-subject
	Surveys	Questionnaires
Qualitative	Interviews	Structured, semi-structured, in-depth, oral, biographical, focus group
	Fieldwork	Participant observation, nonparticipant observation, digital ethnography, visual ethnography
	Unobtrusive	Content analysis, document analysis, visual analysis, audio analysis, audio-visual analysis, historical-comparative
Mixed methods	Mixed	Sequential, convergent, nested (integrated uses of any quantitative and qualitative method)
Community-based	Mixed	Participatory action research, social action research (accommodates mixed methods)

data collection.

- Data collection can be facilitated through primary and/or secondary research
 - Primary research is generally cost, time, and laborintensive. Hence, it should only be conducted to fill in gaps after extensive secondary research.
 - Secondary research is generally cost, time and labor-efficient. This should be performed before primary research to avoid redundant effort.
- Data sources can be classified as primary, secondary and/or tertiary.



analysis & dissemination.



*Adapted from mapthesystem.ca.





General Tips



Diversify Sources

Use a diversity of literature

sources. The best submissions are those that draw upon a diverse range of sources and materials.

Balance Approaches

Balance quantitative and qualitative approaches.

It is important to consider and incorporate 'big data' when available. It is also vital to use 'thick data' – the everyday experience of those living the system.

Consult Experts

Seek first-person perspectives.

it is worth looking beyond books and articles to seek out first-hand perspectives from practitioners or other experts with deep knowledge of your chosen challenge.

Derived from Student Guide to Mapping a System (2020), 3rd ed, p. 40-1.



Consult Aggregators

Look for the knowledge aggregators, mobilizers, and translators. Your systems challenge may be one that others are already looking at. Rather than surveying a giant swath of academic literature, consult preexisting aggregators.

Track Progress

Consider keeping a research

journal. An online or handwritten research journal can be an effective way of managing your time and work.

Cite Consistently

Citations. Use whatever citation style you are most comfortable with. When possible, include links so that your audience can navigate to the source themselves, and so you can support the future research of others interested in the topic.

Derived from Student Guide to Mapping a System (2020), 3rd ed, p. 41-3.



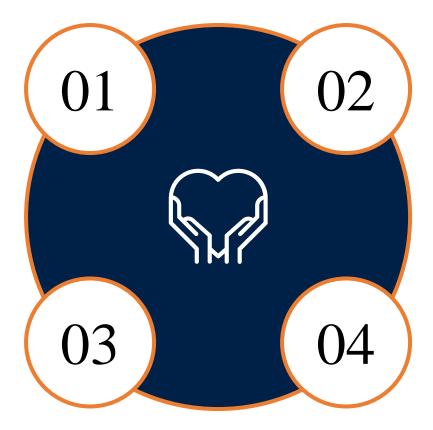
Ethical Considerations

Procedural ethics

- Determine the value, relevance, and potential impacts of your project
- Ensure no conflicts of interest
- Obtain informed consent
- Maintain anonymity and confidentiality

Relational ethics

- Act respectfully, avoid coercion, and enact informed consent guidelines
- Demonstrate an ethic of integrity, honesty and care
- Maintain appropriate boundaries
 and expectations



Situational ethics

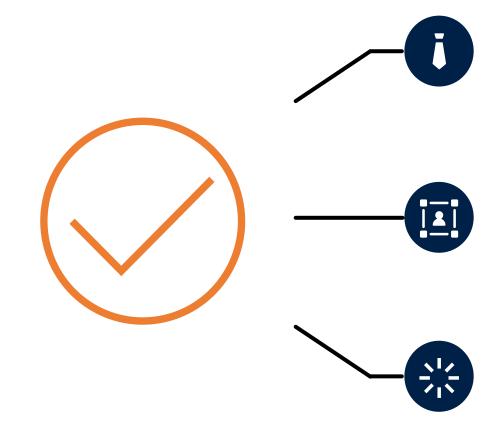
- If necessary, elicit process consent during data collection
- Transparently surface any ethical ambiguities
- Be conscious of unanticipated outcomes and experiences

Reflexive ethics

- Pay attention to power
- Account for your personal role, position, values, biases, privileges and assumptions
- Be attentive to issues of voice and representation



Screening Participants



Focus on professionals

One may collect information from **authorized personnel** to release information or data **in the ordinary course of their employment** about organizations, policies, procedures, professional practices or statistical reports.

- Derived from Chapter 2 of the TCPS2.

Clarify relevant boundaries

It is important to determine the objective of the research, the focus of the inquiry, the degree to which the people involved may feel obligated to provide this information, and the specific nature of the questions which they will be asked.

- Derived from UWaterloo Office of Research Ethics

Seek further clarification

Should you be unsure of the status of your project, be sure to consult with academic mentors, faculty members, and/or officials from the *Office of Research Ethics* for additional clarity.

Core Principles



Respect for persons

Recognizes the intrinsic value of human beings and the respect and consideration that they are due. Respect for persons incorporates the dual moral obligations to **respect autonomy** and to **protect** those with developing, impaired or diminished autonomy.

- Derived from Chapter 2 of the TCPS2.



Concern for welfare

The welfare of a person is the quality of that person's experience of life in all its aspects. Concern for Welfare means that researchers should aim to **protect** the welfare of participants, and, in some circumstances, to **promote** that welfare in view of any **foreseeable risks** associated with the research.

- Derived from Chapter 2 of the TCPS2.

Justice

Justice refers to the obligation to treat people fairly and equitably. **Fairness** entails treating all people with equal respect and concern. **Equity** requires distributing the benefits and burdens of research participation in such a way that no segment of the population is unduly burdened by the harms of research or denied the benefits of the knowledge generated from it.

- Derived from Chapter 2 of the TCPS2.



Interview Tips



Research Interviewees

Research interviewees, their organizations, and any content they've published. Most people will be glad to see you have done your homework and will be more willing to commit to an interview if it is clear that you have put the time in to make the interview valuable.

Make Introductions

Send a well-organized introduction and request.

Let your interviewees know what you are working on, let them know why you specifically want to speak to them, and present specific requests to get things going in the right direction.

Come Prepared

Prepare your key questions.

Have a clear sense of the specific questions and topic areas you want to discuss before initiating interviews. For this it can be helpful to construct an interview schedule to help guide the process. Interview Tips



Be Punctual

Uphold time commitments with

integrity. Show up in a timely manner, give sufficient notice for any interruptions, only cancel scheduled appointments if necessary, and end interviews within the agreed time limit.

Pace Yourself

Stay calm and pace yourself.

Some interviewers rush from one question to the next, but sometimes the best information comes if you give someone time to think.

Seek Referrals

Ask for further research

opportunities. Before you close, ask your interviewee if there is anyone else they think you should speak with who might be a valuable resource on the topic and/or any research that they recommend you review.

Derived from Student Guide to Mapping a System (2020), 3rd ed, p. 45.

Interview Tips



Express Gratitude

Thank the person for their time.

You should of course do that in the interview itself, but should also consider sending a follow up email. When you are done with your research, it is nice to follow up at the end again.

Capture Insights

Capture your learning.

You will want to summarize the interview and review the conversation soon afterwards to ensure you captured key learnings.

Follow Up

Honour your commitments and tie up loose ends. If you committed to follow up by sharing resources or contacts with your interviewee, do it. If you said you would run any quotes by them before including them in your writeup, do it. If you said you would share your final research results with them, do it.

Derived from Student Guide to Mapping a System (2020), 3rd ed, p. 46.

