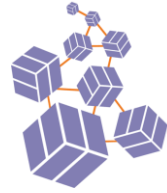




Saïd
Business
School



Map the
System
Canada



UNIVERSITY OF
WATERLOO

Kindred Credit Union
**CENTRE FOR PEACE
ADVANCEMENT**

Map the System

Research Design Essentials



Agenda

01 – Design Roadmap

02 – General Tips

03 – Ethical Considerations

04 – Interview Tips

05 – Summary

「roadmap.」



Research Topic

Based on your general interests, select a research topic



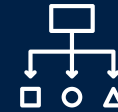
Purpose Statement

Based on your topic, construct a corresponding purpose statement



Question/Hypothesis

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



Methodology

Based on your question/hypothesis, select an appropriate methodology



Data Collection

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.

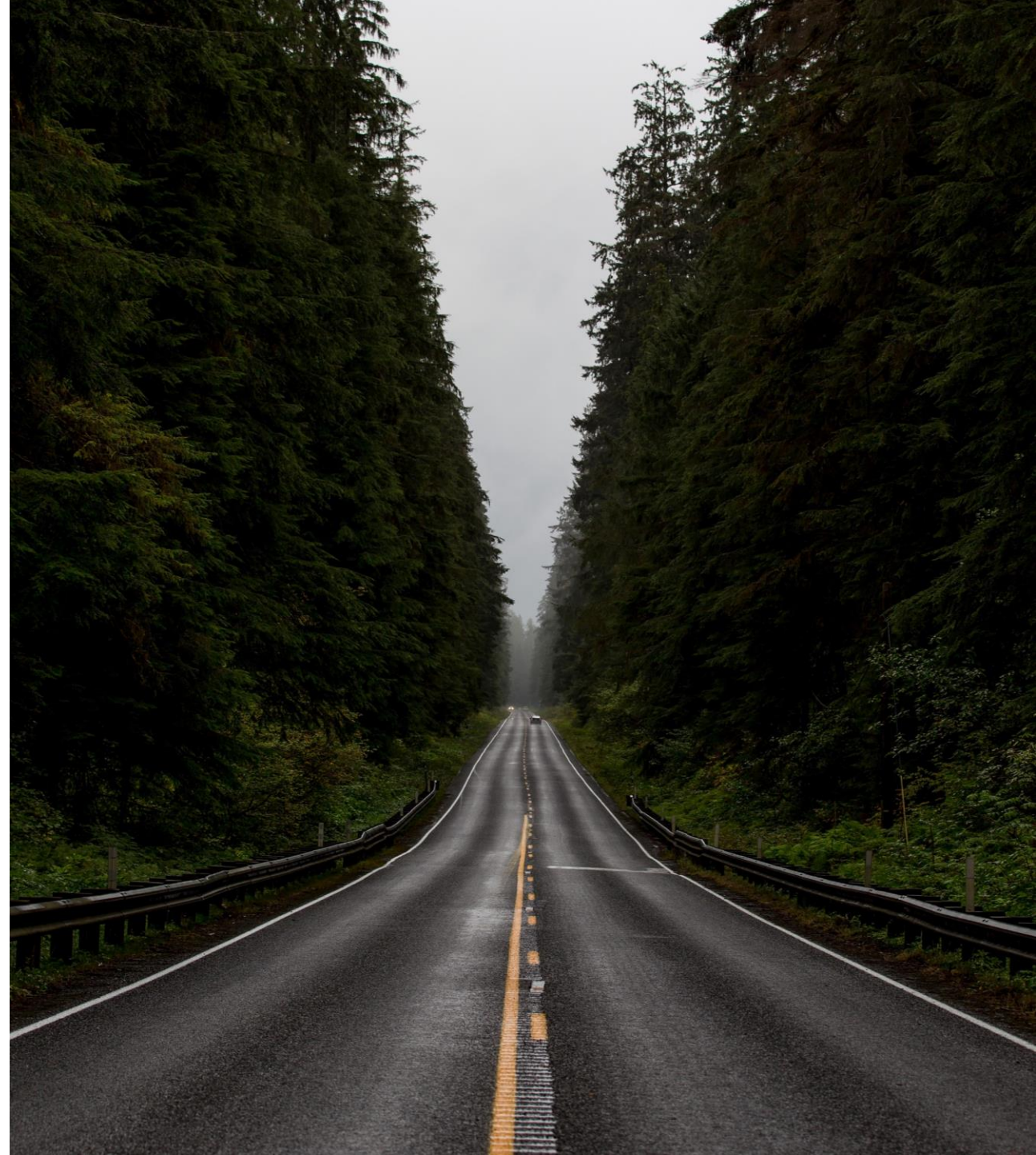
**Adapted from Patricia Leavy, Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches (2017).*



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**.

**Adapted from Patricia Leavy, Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches (2017).*

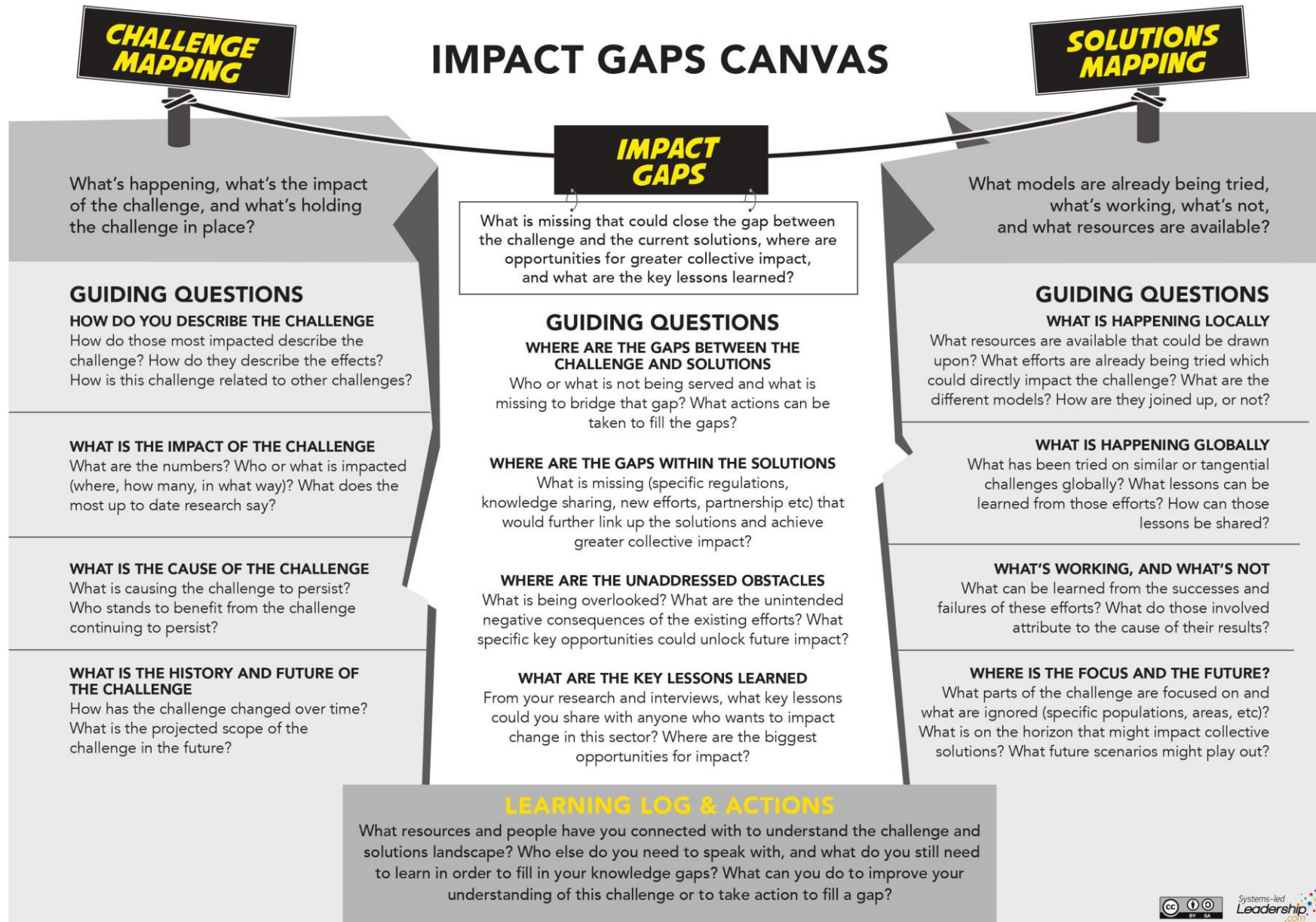


question/hypothesis.

- 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.

**Adapted from Patricia Leavy, Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches (2017).*





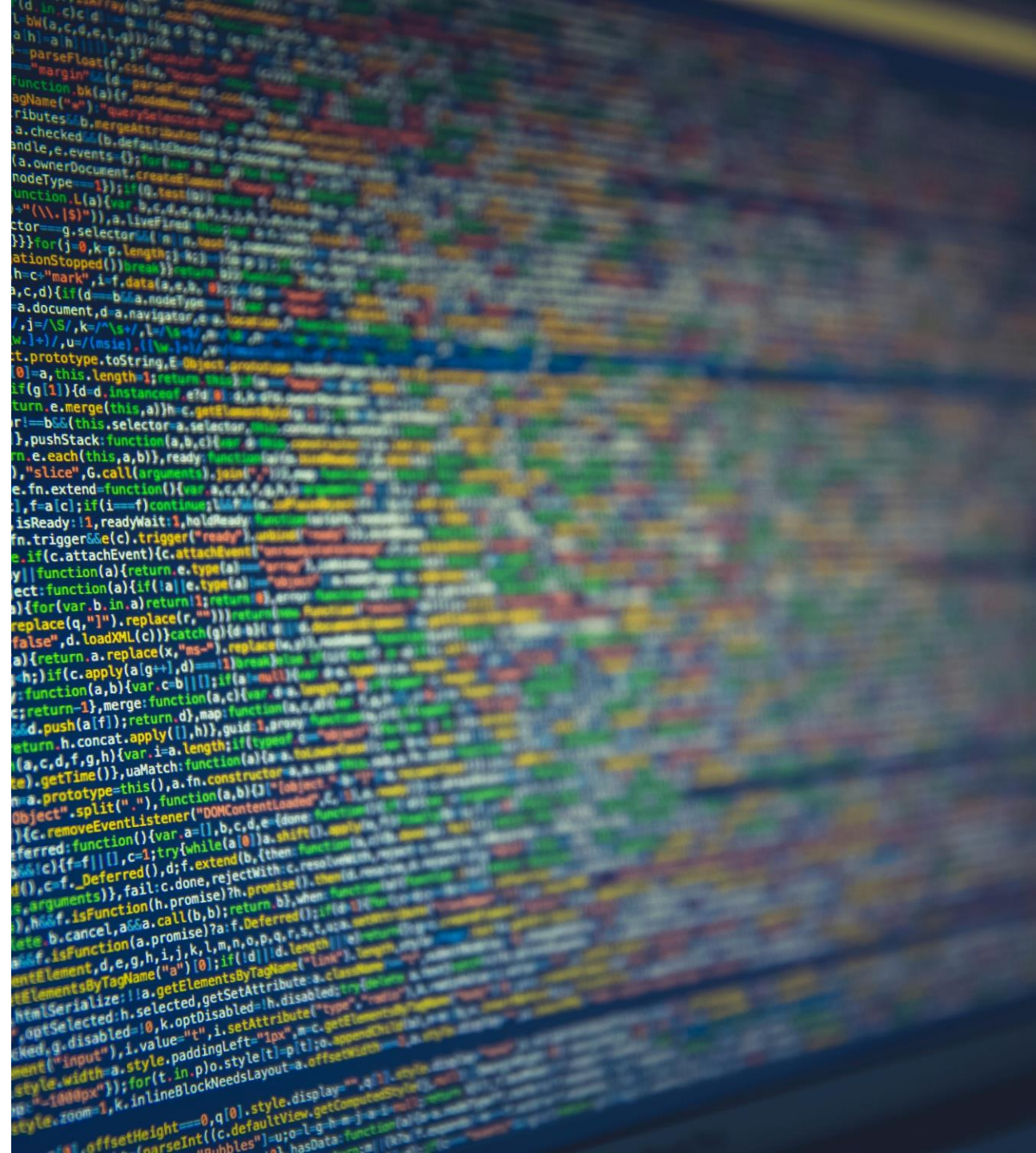
Approach	Genres	Methods
Quantitative	Experiments	Randomized, quasi, single-subject
	Surveys	Questionnaires
Qualitative	Interviews	Structured, semi-structured, in-depth, oral, biographical, focus group
	Fieldwork	Participant observation, nonparticipant observation, digital ethnography, visual ethnography
	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)

*Adapted from Patricia Leavy, *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches* (2017).

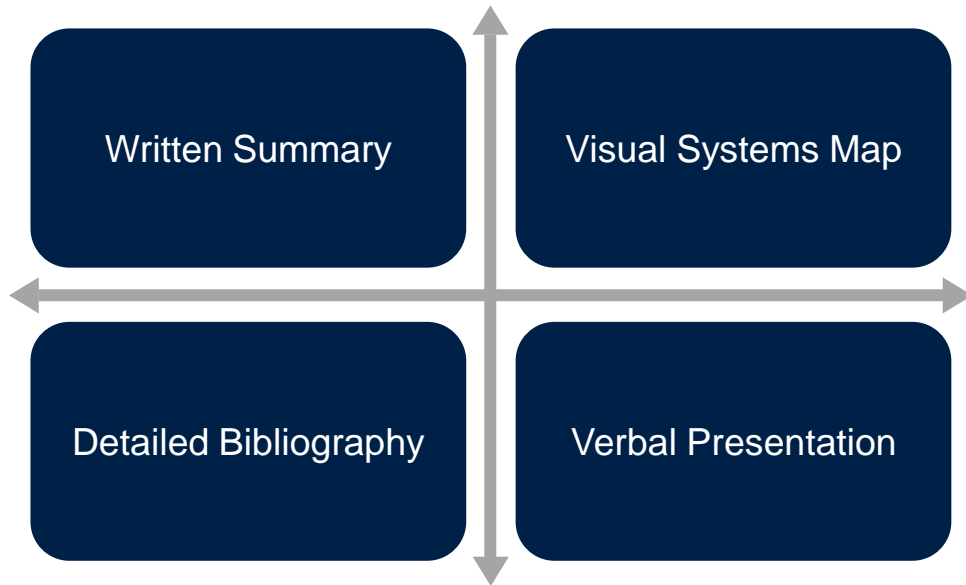
data collection.

- Data collection can be facilitated through **primary and/or secondary research**
 - Primary research is generally **cost, time, and labor-intensive**. 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**.

*Adapted from Patricia Leavy, *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches* (2017).



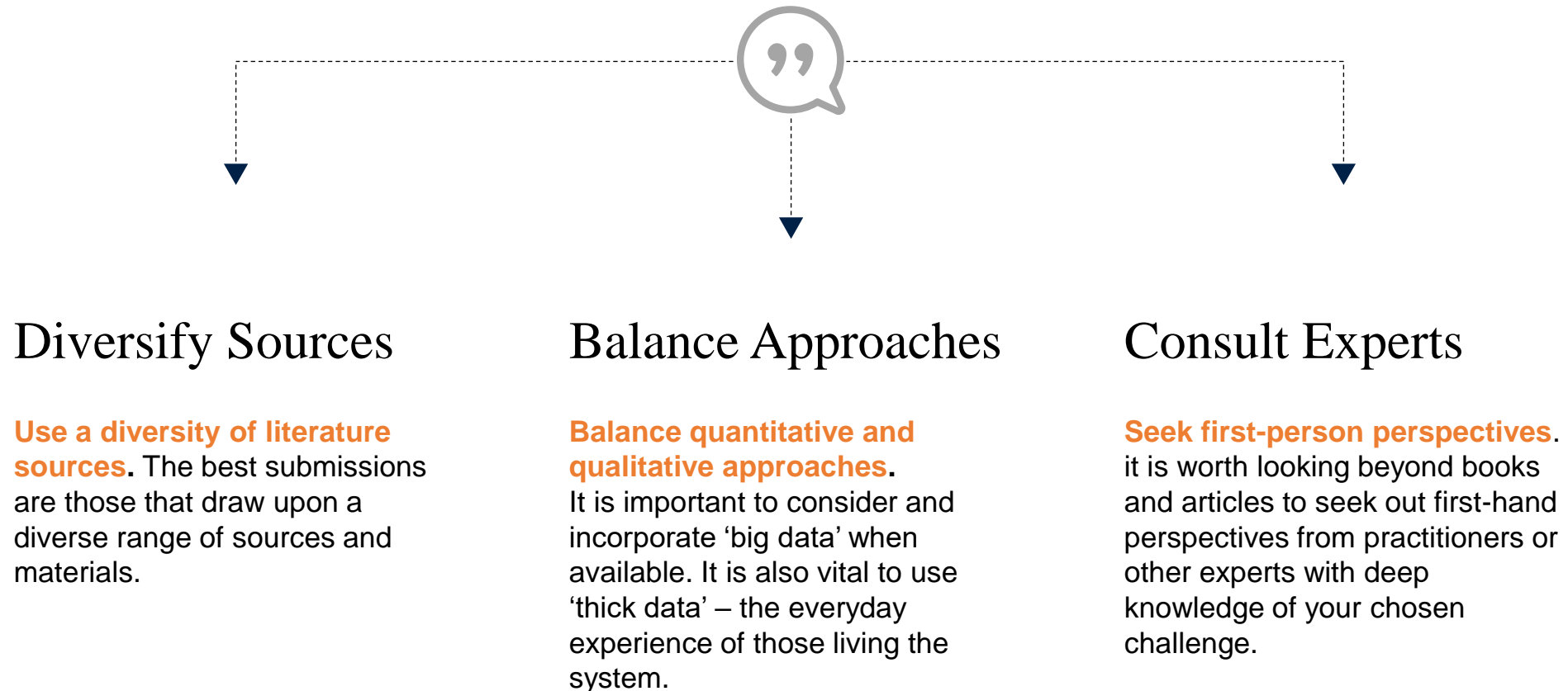
analysis & dissemination.



*Adapted from *mapthesystem.ca*.



「tips.」





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 pre-existing 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.

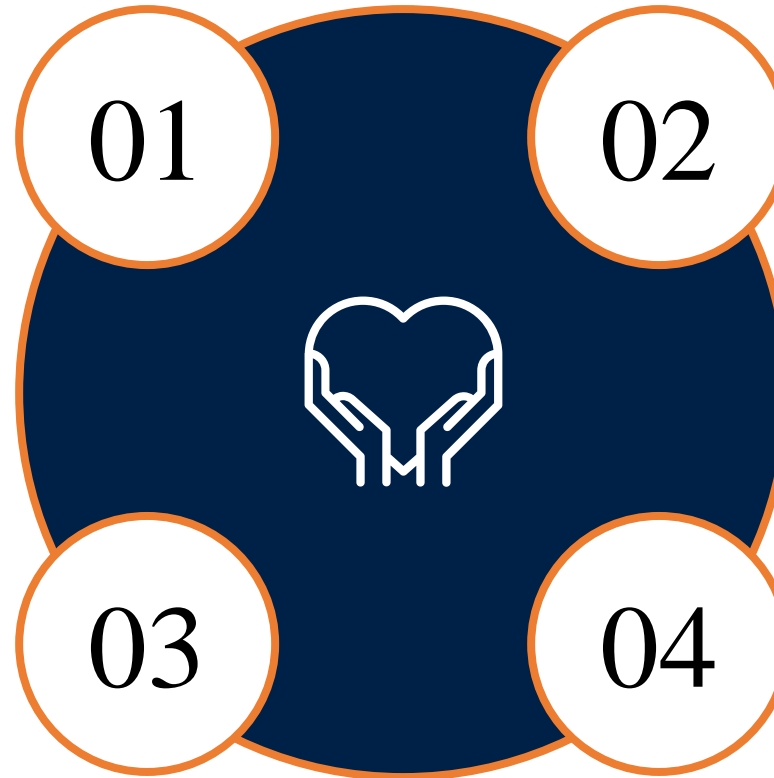
「ethics.」

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

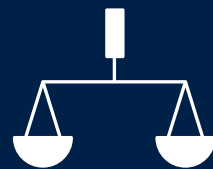


Situational ethics

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

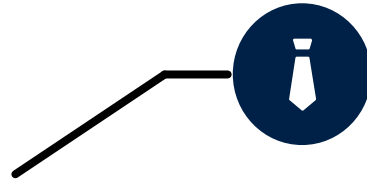
Reflexive ethics

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



above all

DO NO HARM



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.

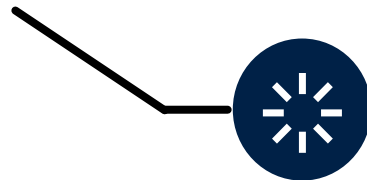
- Derived from Chapter 2 of the *TCPS2*.



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.



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*.

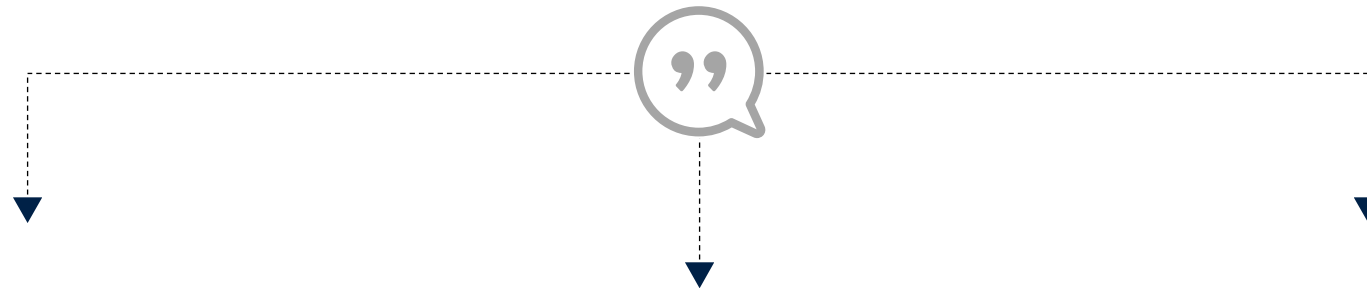


Justice

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*.

「interviews.」



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.



Be Punctual

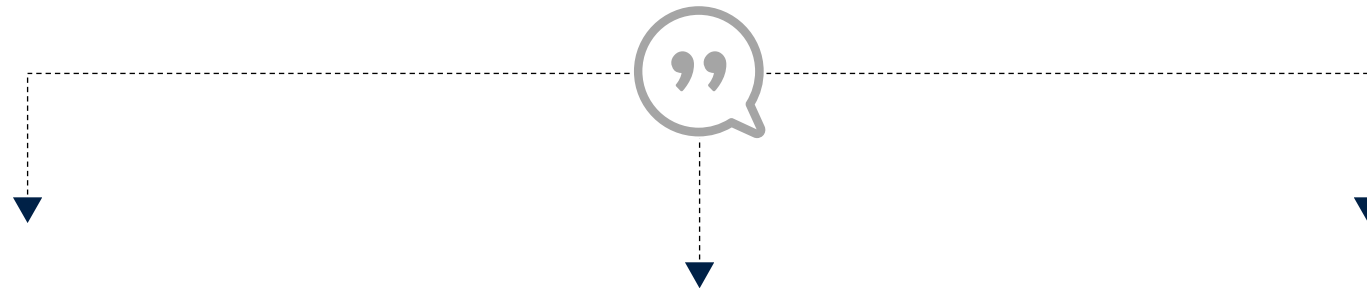
Uphold time commitments with integrity. Show up in a timely manner, give sufficient notice for any interruptions, only cancel scheduled appointments if necessary, and end interviews within the agreed time limit.

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.



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.

「summary.」