

# Methodology

Autumn 2015  
(ac. year 2015-2016)

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# Methodology

## Research methods

2015 nov 14

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# What did you do for finding information for the preso?

- thinking
- literature searches
- talking with people
- focus groups
- personal interviews
- surveys
  - telephone surveys, mail surveys, email surveys, and internet surveys.

# Literature search

- reviewing all readily available materials
  - internal and external company information
  - relevant trade publications
  - Newspapers
  - Magazines
  - annual reports
  - on-line data bases
  - any other published materials
- cheapest method of gathering information

# Talking with people

- Talking with people
  - to get information during the initial stages of a research project
  - prospects, customers, suppliers
  - other types of business conversations at trade shows, seminars, and association meetings
- the information has questionable validity
  - highly subjective and might not be representative of the population



# Focus group – why?

- a deep qualitative research
  - to evaluate the impact of different and unknown factors
- a preliminary research technique
  - to explore peoples ideas and attitudes
- to test new approaches such as
  - 3products
  - advertising
- to discover customer concerns

# Focus group – technique

- A group of 6 to 20 people meet in a conference-room-like setting with a trained moderator
  - one-way mirror for viewing
  - including audio and video capabilities
- The moderator leads the group's discussion and keeps the focus on the areas you want to explore



# Personal interviews

- Personal interviews are a way to get in-depth and comprehensive information.
- They involve one person interviewing another person for personal or detailed information.
- Typically, an interviewer will ask questions from a written questionnaire and record the answers. Sometimes, the questionnaire is simply a list of topics that the research wants to discuss with an industry expert.

# Email and internet surveys

- question about the effect of sampling bias in internet surveys
- the most cost effective and fastest method of distributing a survey
- the demographic profile of the internet user does not represent the general population, although this is changing
- carefully consider the effect that this way might have on the results

# Research methods

- The goal of the research process is to produce new knowledge or deepen understanding of a topic or issue
- This process takes three main forms:
  - Exploratory research, which helps to identify and define a problem or question.
  - Constructive research, which tests theories and proposes solutions to a problem or question.
  - Empirical research, which tests the feasibility of a solution using empirical evidence.

# Research methods – information sources

- There are two ways to conduct research:
  - Primary research
    - Using primary sources
    - original documents and data.
  - Secondary research
    - Using secondary sources
    - a synthesis of, interpretation of, or discussions about primary sources

# Types of research

- There are two major research designs: *qualitative research and quantitative research*. Researchers choose one of these two tracks according to the nature of the research problem they want to observe and the research questions they aim to answer:

# Qualitative research

- Understanding of human behavior and the reasons that govern such behavior.
- This type of research looks to describe a population without attempting to quantifiably measure variables or look to potential relationships between variables.
- Qualitative research is often used as a method of exploratory research as a basis for later quantitative research hypotheses.



# Quantitative research

- Systematic empirical investigation of quantitative properties and phenomena and their relationships.
- Asking a narrow question and collecting numerical data to analyze utilizing statistical methods.
- Statistics derived from quantitative research can be used to establish the existence of associative or causal relationships between variables.

# Conclusion

- Combine both / choose the appropriate
- Scientific style, vocabulary
- Structure:
  - Detailed plan
  - Introduction / conclusion
  - Thesis / antithesis
  - Order from the strongest one to the weakest ones
- Agenda, summary
- What is asked in the question?



# Thank you!

- Questions?