

F3

Vysoká škola
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Fakulta podnikohospodářská

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Target audience profile: Research methods



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
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MSMT
MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

What is research?

- What is research?
- It is a process:
 - Research Question
 - Research Methodology
 - Research Answer
- Pose a question, collect data to answer the question, and present an answer to the question.
- Research as organized, systematic, data-based, critical investigation

Research in social marketing

- Problem definition and scoping (secondary data analysis, literature reviews and systematic reviews, survey, qualitative interviews)
- Formative research and pre-testing (participant understanding)
- Implementation research (media, advertising, response monitoring, qualitative interviews, focus groups)
- Evaluation research
 - Impact evaluation
 - Process evaluation

Before we start

- *Research Topic*: the broad area of research
- *Research aim*: the broad purpose of research
- *Research question*: the specific question,

Different research types

- Understanding more about one factor
- Relation between two (or more) factors
- Testing theory

Starting: research question

- **Research Question:** Translation into something measurable
- Giving direction
- Worthwhile
- Manageable

Is the research question researchable within the given time frame, resources, skills, expertise?

Research question

- Not too broad
- Not too narrow

- Why do people smoke?
- Why did my brother smoke yesterday evening?
- What social factors cause young Czech women to smoke?

Inductive vs. Deductive research

Getting new information vs. testing

Theory

Assumptions (models, theories)

Hypotheses

Analysis and interpretation

Observation

Empirical data

Source: author

- **Induction (upward)**
 - Creating theory from empirical data
- **Deduction (downward)**
 - Starting with a theory, which needs to be confirmed or confute through empirical data

Types of research: inductive & deductive

Deductive reasoning

Theory → Data
(top down)

established, much researched phenomena,
many theories existing
often quantitative research

Inductive reasoning

Data → Theory
(bottom up)

Types of research: inductive & deductive

Deductive reasoning

Theory → Data
(top down)

Inductive reasoning

Data → Theory
(bottom up)

new phenomena,
only some theories existing
often qualitative research

Types of research: inductive & deductive

Deductive reasoning

- starting with theory
- Confirming hypothesis
- quantitative

Inductive reasoning

- Starting with data
- Hypothesis from data
- qualitative

Types of research: quantitative & qualitative

- **quantitative approaches**

measure,
numbers

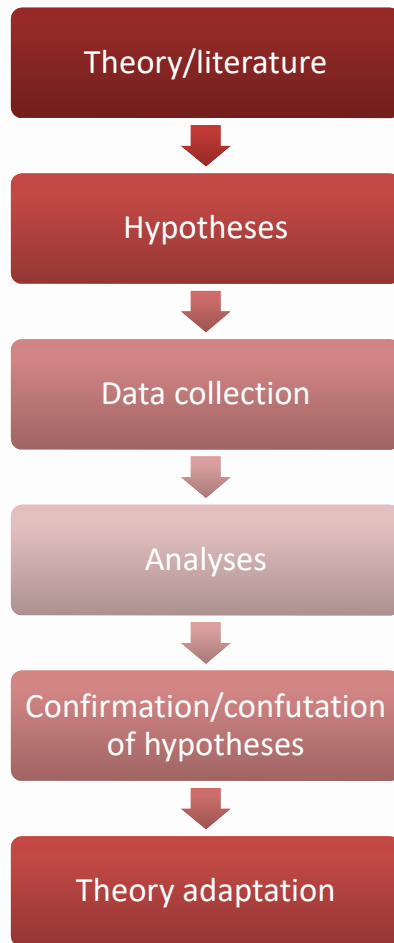
- often final phase
- questionnaires, surveys, measurement
- figures, graphs
- objective

- **qualitative approaches**

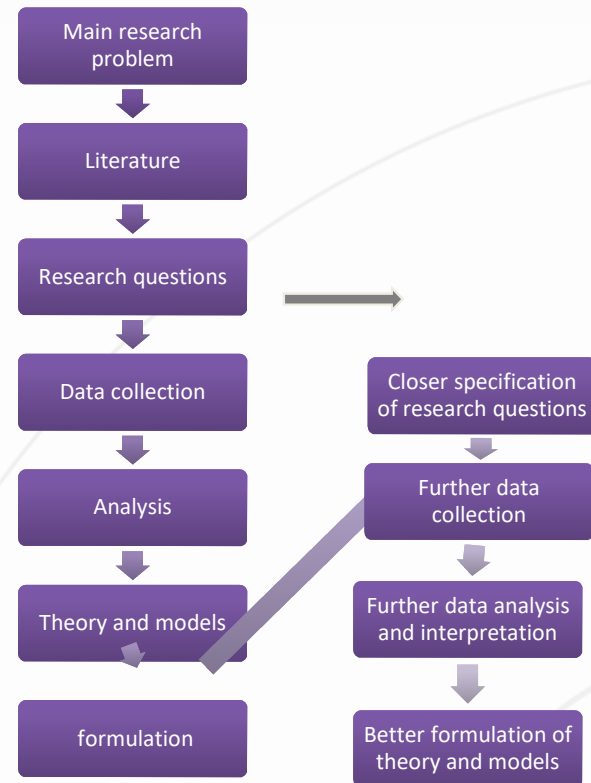
understand
verbal, text

- often early phase
- interviews, observation, focus groups, ethnography
- words, images,
- subjective

Qualitative research process: less structured, more flexible



Quantitative research



Qualitative research

Author based on Bryman and Bell (2007)

Qualitative research

- real situations
- subjective questions (what people think, what people feel, what do they do in real life), understanding a behavior in context
- Respondent is the expert of his/her world (the point of view of the researcher vs. the point of view of the respondent)
- Learning new things vs. testing, if something is true
 - Less structured
 - Words vs. numbers

When do we use qualitative research

- When there is a need to understand a problem from the point of view of the respondents
- When we need to explore an unresearched issue (explorative research)
- When we need in-depth, complex, detailed explanation of an issue
- As an inspiration of quantitative research – the identification of measurable variables
- As an explanation of quantitative research

Sampling in qualitative research

- The sample does not have to represent the population, but the particular research problem
- In qualitative research the data/sample does not always consist in people, but also:
 - **Places** (companies for a case study – e.g. a company that is in the process of SAP implementation; or a place of participant observation – e.g. a bar, a home);
 - **Documents** (e.g. what corporate documents are relevant for an explanation of a problem or what advertisements explain a certain market dynamic)
 - **Processes or events** (e.g. dinner cooking, investment decision processes, information technology implementation)

Sampling in qualitative research

- **Purposive sample** – purposefully choosing a sample that can best explain the researched issue. Some methods:
 - **Maximum variation** – respondents chosen to fill different groups based on given criteria (e.g. men, women, different age groups, place of residence, education, opinion about the researched issue, etc.)

	Employed	Unemployed	Self-employed
City	3	3	3
Countryside	3	3	3

Source: author

- **Opportunistic sample**
- **Snowball sample technique** – new respondents are contacted through the current respondents
 - Where it is difficult to get the target group to respond (e.g. interviews with thieves, drug addicts, private investors, lobbyists)

Bryman and Bell 2007

Sampling in qualitative research

- **Sample size** depends on the approach and research question (including the definition of the target population)
- Of utmost importance is **theoretical saturation** (data collection continues, until new findings emerge that are not consistent with the results)
 - Grounded theory cca 20-30 interviews (Creswell, 2007)
 - Depth-interviews with a **very narrowly defined research question**:
8 interviews can be a sufficient minimum (McCracken, 1988)

Principal methods of qualitative data collection

most used methods:

- **Ethnography and (Participant) observation**
data on naturally occurring behaviors in their usual contexts.
- **Interviews**
individuals' personal histories, perspectives, and experiences
- **Focus groups**
cultural norms of a group, broad overviews of issues of concern to the cultural groups or subgroups represented

Principal methods of qualitative data collection

→ **Projective methods**
(word associations etc)

→ **texts, essays, photos from informants**

Ethnography

- **Main principle:** being part of a certain environment for a longer period of time
- **Methods:** participant observation + other methods (structured and unstructured interviews, document study, focus groups)
- **Purpose:** understanding of a certain culture, its rules and values
- Ethnography is referred to as both the method and the written outcome.

(Participant) observation

Observation involves going into '**the field**', - the factory, the supermarket, the waiting room, the office, or the trading room - watching what workers, consumers, or day traders do, and describing, analyzing, and interpreting what one has seen.

Examples

- Shadowing a Wall Street broker engaged in his daily routine.
- Observing in-store shopping behavior of consumers via a camera.
- Sitting in the corner of an office to observe how a merchant bank trader operates.
- Working in a plant to study factory life (e.g. workplace relationships).
- Studying the approach skills of sales people disguised as a shopper.

What to observe?

Descriptive observation stage:

- Space
- Objects
- Actors
- Feelings
- Events

Spradley, 1980

A decorative graphic in the bottom right corner consisting of several concentric, overlapping arcs in shades of gray, creating a sense of depth and movement.

What to observe?

1st phase – grand tour

	SPACE	OBJECT	ACT	ACTIVITY	EVENT	TIME	ACTOR	GOAL	FEELING
SPACE									
OBJECT									
ACT									
ACTIVITY									
EVENT									
TIME									
ACTOR									
GOAL									
FEELING									

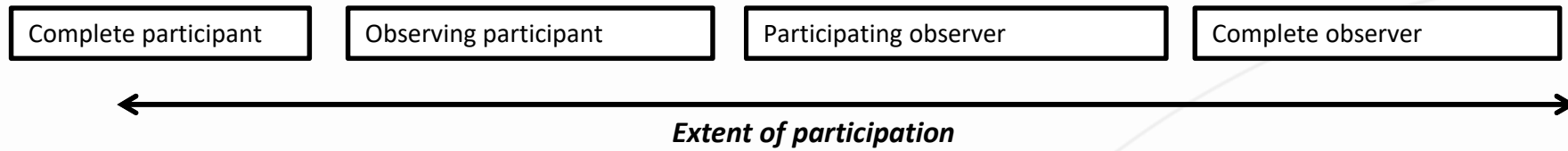
Source: Spradley 1980

2nd phase –
mini tour

1.

2.

How to observe?



Source: author based on Gold 1957

What is the (ethnographic) data?

- Handwritten **field notes** that describe behavioral observations.
- Tape **recordings** of conversations among people at the site or in-depth interviews conducted by the ethnographer.
- Video **recordings**
- Personal **documents** collected at the site, such as a favourite recipe for a breakfast & home-cleaning remedy
- **Products** samples
- **Photographs** made to the document observation

Interviews

Unstructured interviews:

- the interviewer does not enter the interview setting with a planned sequence of questions to be asked of the respondent.

Structured interviews:

- Conducted when it is known at the outset what information is needed.
- The interviewer has a list of predetermined questions to be asked of the respondents either personally, through the telephone, or via the computer.

Semi-structured interviews

- Mix of structured and unstructured parts

Interviews

interview guide

Questions

- Open questions (Grand tour questions)
- Probing questions: often begin with “what”, “how”

- NO jargon
- NO leading questions
(NOT: “How good was the response by your manager”
BUT: “How do you feel about the response by your
manager)

Interview

DURING: Tips for Interviewing

- Do not begin interviewing right away
- Friendly greeting and explanations
- Establish 'cultural ignorance:' interviewer as learner
- Listen and express interest in what the informant tells you
- More of a friendly conversation
- Not a strict question & answer exchange (memorize the guide)
- But remain neutral: don't approve or disapprove

Interview

Tips for Interviewing

- Try to encourage informant to expand on their answers and give as many details as possible
 - informant's tendency is to abbreviate answers
 - Use “describe,” “tell me about”
 - Do not move on to a new topic until you feel you have explored the informant's knowledge on the question at hand
- Let informant's answers determine the direction the interview takes (keeping within topics of interest)
- Use informant's own language to ask new questions
 - Do this as you learn informant's language
 - This encourages informants to speak to you in their own language

Interview - data

- Interviews are recorded (informed consent is necessary)
- Field notes right after the interview
- Transcription of interviews

Laddering technique:

- What is important for you when you look for a credit card?
- Why is that important to you?
- Xxxx
- Why is that important to you?
- Cccccc
- Why is that important to you?

Analysing qualitative data

- Qualitative data are largely unstructured,
- Analysing means making sense of the data,
 - identifying themes
 - forming codes to organise the data,
 - then forming a story, identifying meanings
 - presenting representations.

Analysing qualitative data

- Transcribe interviews, process data
- Organise/upload.
- Read transcripts/data carefully, make notations in the margin of make memos (when using software)
- Code the data = certain themes are named and data are coded and categorised according to these themes drawing on:
 - the transcripts/data sources,
 - the extant literature,
 - the theoretical framework(s) guiding the research.
- Conduct a thorough examination of preliminary codes to identify the patterns and connections between codes.
- Determine the basic themes by examining the clusters of comments made by participants and memos made by the researcher.
- Examine all the interviews across groupings to identify the predominant themes contained in the data.
- (McCracken 1988)

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