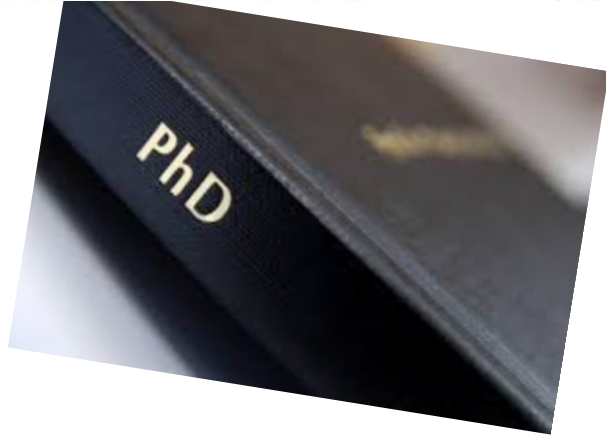
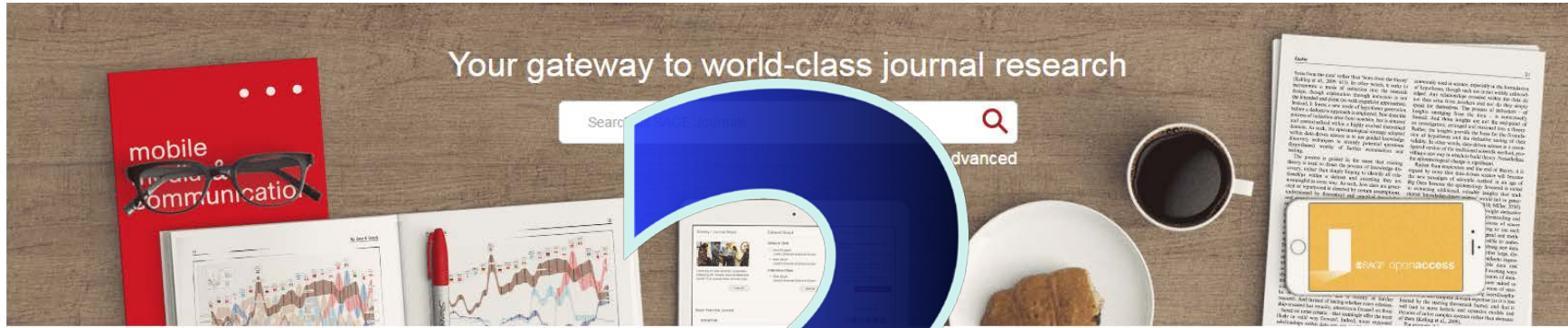


# How to Plan a Research Project using SAGE Research Methods

Bronia Flett-Humble  
Ailsa Dann

# Your gateway to world-class journal research



# SAGE research methods

- Introduction and Aims
- What is SAGE Research Methods?
- Project Planner
- Other resources to support your research journey

**What we will  
cover**

# What every researcher needs

Find resources to answer your research methods and statistics questions



Advanced

## I want to...

Read classic and cutting edge **books**



Books

Watch **methods** come alive



Video

Find quick answers and **definitions**



Reference

Learn about quantitative **methods**



Little Green Books

Learn about qualitative **methods**



Little Blue Books

Learn from stories of **real research**



Cases

Practice **data analysis**



Datasets

Design a **research project**

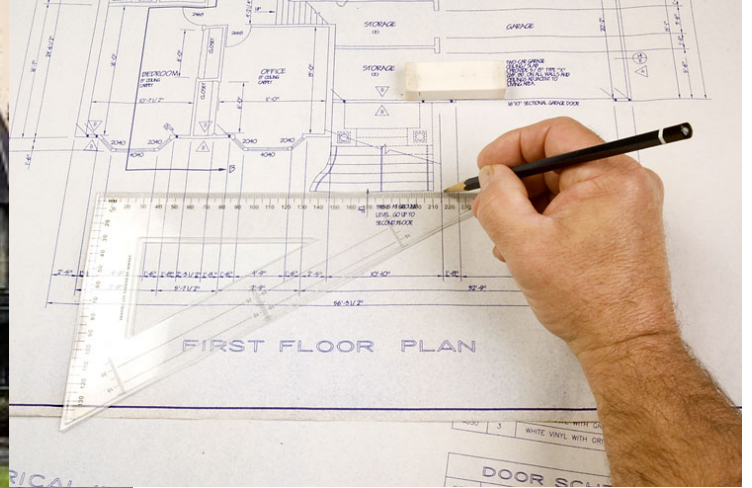


Project Planner

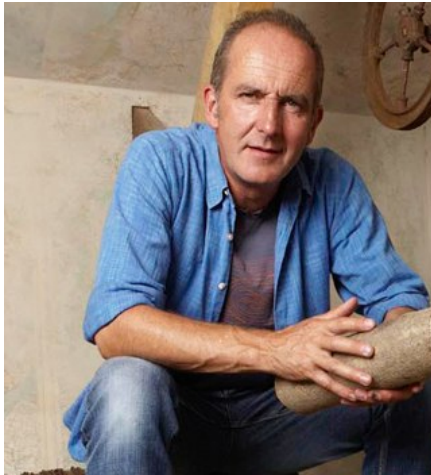
# The Empty Plot...







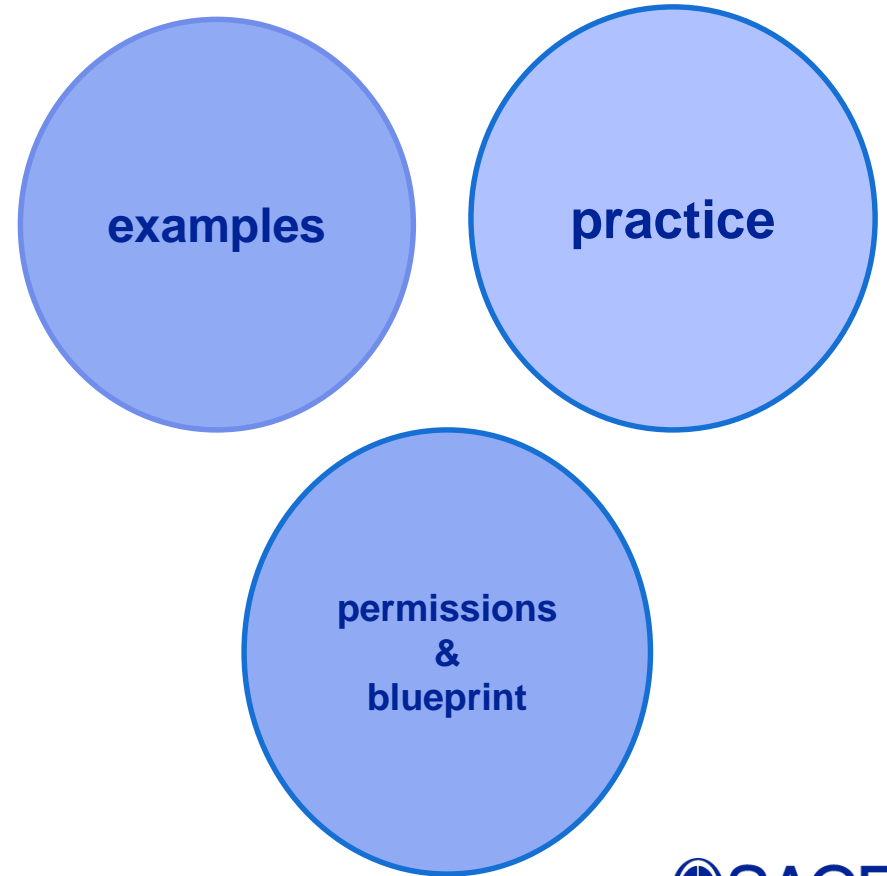
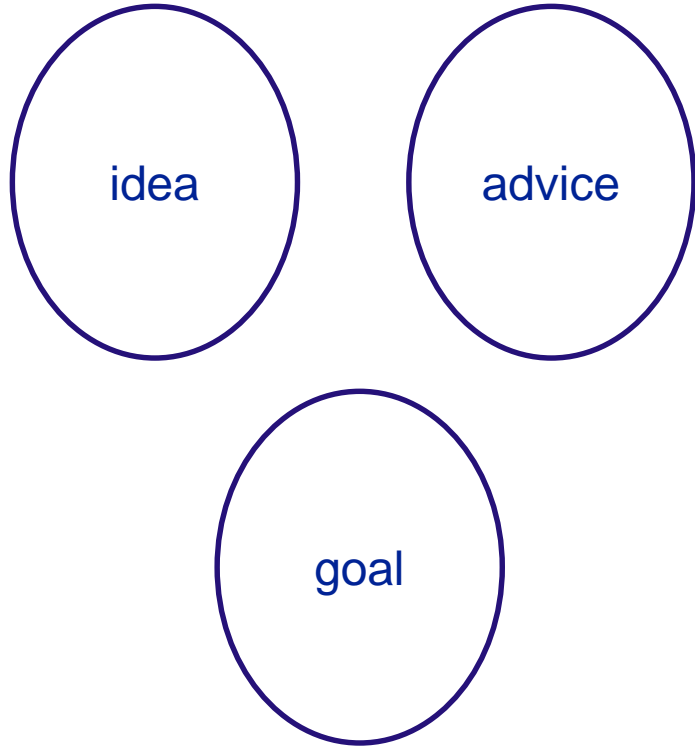
Now are we ready to start building...??



might need practice?

How have others built their homes?

What's this got  
to do with  
research?





# Project Planner



## Research Stages

### Overview

Philosophy of Research

Defining a Topic

Reviewing the Literature

Developing a  
Researchable Question

Research Design

Planning and Practicalities

## Overview

This tool is designed to guide you through your research project. First, think about what stage you're at in your research. If you've already gotten started, click on the stage below that best describes where you are. If you're just starting out, it might be helpful to read more about why we do research before getting started.

**Begin your research: Why we do research >**

<http://methods.sagepub.com/project-planner>

## Research Stages

Overview

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Planning and Practicalities

Research Ethics

Data Collection

Data Analysis and Interpretation

Writing Up

Dissemination

# Philosophy of Research

Tools

## Introduction

[+ Show Publication Information](#)

This stage will:

- Explain the philosophy of research
- Provide an overview of methodology and methods
- Explain research traditions and different schools of thought

*This section deals with the philosophy of research and research methodology. Methodology underpins all the work you do. These are important concepts which need to be understood, but they're one of the areas people find most challenging, so don't worry if they don't sink in right away. Read the section and see which concepts are familiar to you. Identify other things that are new to you —you can return to this section at any time throughout your project.*

Why Do Research?

+

What's the Difference Between Methodology and Methods?

+

What Are Ontology and Epistemology?

+

Do All Social Scientists Use the Same Methodology?

+

What Other Terms Might I Encounter When Learning About Methodology?

+

## Research Stages

Overview	●
Philosophy of Research	●
Defining a Topic	●
Reviewing the Literature	●
Developing a Researchable Question	●
<b>Research Design</b>	●
Planning and Practicalities	○
Research Ethics	○
Data Collection	○
Data Analysis and Interpretation	○
Writing Up	○
Dissemination	○

# Research Design

 Tools

Introduction	+
What Is a Research Plan?	+
What Is Research Design?	+
What Will You Emphasize in Your Research?	+
Which Methods Should I Use?	+
How Can Social Theory Help Me Identify a Research Method?	+
Who Will Benefit From My Research?	+
How Do I Match My Research Method(s) to My Research Question(s)?	+
Why Does It Matter Which Method(s) I Use?	+
What Kind of Data Do I Want to Generate?	+
Should I Use One Method or Multiple Methods?	+
Checklist: Questions to Ask When Deciding On a Method	+

- Defining a Topic ●
- Reviewing the Literature ●
- Developing a Researchable Question ●
- Research Design ●** <
- Planning and Practicalities ○
- Research Ethics ○
- Data Collection ○
- Data Analysis and Interpretation ○
- Writing Up ○
- Dissemination ○

## What Is Research Design?

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### What Is Research Design?

The term "[research design](#)" is usually used in reference to experimental research, and refers to the design of your experiment. However, you will also see the term "research design" used in other types of research. Below is a list of possible research designs you might encounter or adopt for your research:

- Descriptive or exploratory (e.g., [case study](#), [naturalistic observation](#))
- Correlational (e.g., [case-control study](#), [observational study](#))
- Quasi-experimental (e.g., [field experiment](#), [quasi-experiment](#))
- Experimental (experiment with [random allocation](#) and a [control and test group](#))
- Review (e.g. [literature review](#), [systematic review](#))
- Meta-analytic (e.g. [meta-analysis](#))



## What Is Observation?

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### What Is Observation?

**Observation** can be either structured or unstructured and can produce both quantitative and qualitative data.

In **structured observation**, the observer stands outside the processes being observed and records in a systematic way, usually in relation to a previously established coding schedule, the number and duration of aspects of social behavior.

At its simplest, unstructured observation might be just the passive (and perhaps covert) recording of aspect and duration of behavior without any pre-coded schedule being deployed. The term can also cover ethnographic approaches involving some degree of participation in the social action being observed.

### Find out more



Search for resources about observation



Read more about structured observation

[What Is Ethnography?](#)



[How Do I Collect Data Using Interviews?](#)



*observational methods is a synonym of Observational research*

### Observational research:

Approaches to research in which the researcher observes research participants in some way. The extent to which the presence of the researcher is apparent to those being studied can vary.

[See more in Methods Map](#)

Observational  
research

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BOOK

### Qualitative Methods, Observational Methods

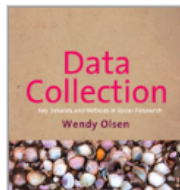
Edited by: [Beth P. Skott](#), [Masjo Ward](#)

In *Active Learning Exercises for Research Methods in Social Sciences* | **Published:** 2013

... [Page 77] Qualitative **Methods**, **Observational Methods** in research **methods**, there are two main types of ... and analyzing of qualitative data through **observational methods**. This book contains two **methods** ...

**Methods:** [Observational research](#)

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### Observation Methods

Wendy Olsen

In *Data Collection: Key Debates and Methods in Social Research* | **Published:** 2012

... [Page 112] **Observation Methods** The main differences between casual **observation** and scientific **observational** research relate to keeping systematic records ... will discuss each of these briefly. **Observational methods** of research

Search within results

#### Refine By:

- View All  
 Available to me


#### Content Type

- SELECT ALL
- Books (6,737) +
- Reference (1,575) +
- Journal Articles (251)
- Datasets (82) +
- Cases (572)
- Video (197) +
- Project Planner (7)

#### Discipline

- SELECT ALL



 CASE

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## Participant Observation: A Method to Evaluate a Nursing Research Community of Practice

Janice G. Gullick


Published: 2017

... the benefits and challenges of participant **observation methodology** • Apply the elements of rigor in participant **observation** • Understand the ethical issues you may encounter in participant **observation** • Apply a range of data sources to a participant **observation** study • Understand how to integrate theory ...

**Methods:** Participant observation

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 CASE

## Uncovering Student Literacy Needs Through Qualitative Research: A Mixed Methods Ethnographic Study of Teachers in Practice

Patricia Anne DiCerbo, Keira Gebbie Ballantyne, Charlene Rivera

Published: 2017

... research in schools • Understand how multiple **observational methods** work together to provide data for ... tasks into their instructional practice. Our **methods** were diverse. They included spending time ... tasks they tried. We describe our **methods** and challenges more fully later in this research **methods** case. To understand our research, though ...

**Methods:** Research design

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## Analysing Public Disposal Behaviour: Observational Research

### Content Type

- SELECT ALL
- Books (6,737) +
- Reference (1,575) +
- Journal Articles (251)
- Datasets (82) +
- Cases (572)
- Video (197) +
- Project Planner (7)

### Discipline

- SELECT ALL
- Anthropology (85)
- Business and Management (28)
- Criminology and Criminal Justice (29)
- Communication and Media Studies (29)

# Participant Observation: A Method to Evaluate a Nursing Research Community of Practice



CASE

By: [Janice G. Gullick](#)

Published: 2017 | Product: SAGE Research Methods Cases Part 2

DOI: <http://dx.doi.org/10.4135/9781473997875>

Methods: [Participant observation](#)

[+ More information](#)

Find in this case



Download Case PDF

Sections



## Abstract

This case study describes the use of participant observation as a method to evaluate a research community of practice for advanced practice nurses working in an Australian teaching hospital. Issues explored include the theoretical, empirical-statistical, and personal-social levels of participant observation and the elements of rigor specific to our use of this method. The case describes the application of Wenger's community of practice as a theoretical framework and describes reflexivity and the importance of examining and describing the relationship between participants and the participant observer. Finally, our use of directed content analysis within a descriptive qualitative framework is explained.



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Published Articles



**Gullick, J. G., & West, S. H.** (2016) A community of practice model to build research capacity and productivity among senior nurse clinicians. *Journal of Advanced Nursing*, 72, 605–619. Retrieved from <http://onlinelibrary.wiley.com/doi/10.1111/jan.12850/abstract>

**Gullick, J. G., & West, S. H.** (2012) Uncovering the common ground in qualitative inquiry: Combining quality improvement and phenomenology in

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Methods Map



Related Content



## What Is Regression Analysis?

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### What Is Regression Analysis?

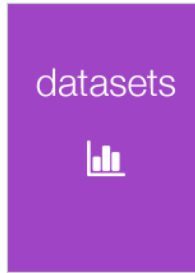
In statistics, [regression analysis](#) is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Regression analysis is widely used for prediction and forecasting, where its use has substantial overlap with the field of machine learning. Regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. In restricted circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables. However, this can lead to illusions or false relationships, so caution is advisable. Remember, correlation does not imply causation.

### Find out more



Search for resources about  
regression analysis

 DATASET

## Multiple Regression and the British Crime Survey (2007-2008): Worry About Crime and Confidence in the Police

**Nick Allum**


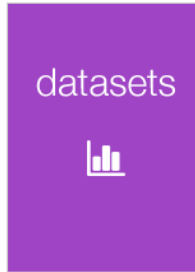
**Published:** 2015

... dataset example introduces readers to multiple **regression**. This technique allows researchers to evaluate ... more independent variables. The multiple linear **regression** model is most commonly estimated via ... OLS), and is sometimes called OLS **regression**. This example describes multiple **regression**, discusses the assumptions underlying it, and ... how to estimate and interpret multiple **regression** models. We illustrate multiple **regression** using ...

**Methods:** [Multiple regression](#)

**Keywords:** [British Crime Survey](#), [property crime](#)

**Data Type:** [Survey](#)

 DATASET

## Multiple Regression and the China Health and Nutrition Survey (2006): Blood Pressure, Weight and Age in China

**The Odum Institute**

**Published:** 2015

... dataset example introduces readers to multiple **regression**. This technique allows researchers to evaluate ... or more independent variables. The multiple **regression** model is most commonly estimated via ... OLS), and is sometimes called OLS **regression**. This example describes multiple **regression**, discusses the assumptions underlying it, and ... how to estimate and interpret multiple **regression** models. We illustrate multiple **regression** using ...

**Methods:** [Regression analysis](#), [Independent variables](#), [Multiple regression](#)

**Keywords:** [blood pressure](#), [nutrition surveys](#), [weight](#)

**Data Type:** [Survey](#)

# Multiple Regression and the British Crime Survey (2007-2008): Worry About Crime and Confidence in the Police

 DATASET

By: [Nick Allum](#)

Published: 2015 | Product: SAGE Research Methods Datasets


DOI: <http://dx.doi.org/10.4135/9781473937765>

Methods: [Multiple regression](#)

Data Type: [Survey](#)

[+ More information](#)



**Overview** | Dataset and Guides  | About

Find in this dataset 


Sections 


## Abstract

This dataset example introduces readers to multiple regression. This technique allows researchers to evaluate whether a continuous dependent variable is a linear function of two or more independent variables. The multiple linear regression model is most commonly estimated via ordinary least squares (OLS), and is sometimes called OLS regression.


This example describes multiple regression, discusses the assumptions underlying it, and shows how to estimate and interpret multiple regression models. We illustrate multiple regression using a subset of data from the 2007-8 British Crime Survey (Unrestricted Teaching Dataset). Specifically, we test whether attitudes to the police are related to worry about being the victim of property and personal crime. This is useful if we want to understand the bases of public trust in the police force.

     
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Methods Map 



[Explore the Methods Map](#)

Related Content 

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### Checklist: Essential First Steps for Analysis

Here are some of the questions you need to ask yourself before beginning your data analysis, and some things you need to take into account.

**Is this an appropriate point to begin analyzing my data?**

It can be appropriate to begin analysis before completing collection of all the data. But you have to remember that new findings may require a change in those analyses developed before they are available.

**Have I worked out my overall analytical strategy?**

You may very well use more than one analytical/interpretive method in dealing with your data. But you need to have an understanding of how these will work together in order to answer your research questions and draw appropriate conclusions from your research.

**Do I have a working command of the framework(s) of understanding and method(s) I am going to use in analyzing my data?**

Your methodological position will have a profound influence on the ways in which you analyze and interpret your data. Methods by which you construct data are largely epistemologically neutral. This is not the case for analysis/interpretation. You need to be clear on this. You also need to have a decent command of the actual technical aspects of the data analytical/interpretive approach(s) you intend to employ.

## Research Stages

- Overview
- Philosophy of Research
- Defining a Topic
- Reviewing the Literature
- Developing a Researchable Question
- Research Design
- Planning and Practicalities
- Research Ethics
- Data Collection
- Data Analysis and Interpretation
- Writing Up
- Dissemination**

# Dissemination



## Introduction

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This stage will:

- Explain the different ways you can disseminate your research
- Help you decide which method of dissemination is right for you
- Help you ensure that your research is discoverable and has measurable impact

Now that you've written up your research as a report, dissertation, or thesis, you should now turn your thoughts to how you will disseminate your research. You may have any one of a number of motivations for disseminating your research, and there are a number of ways to do so. However, it's important that you ensure that your research is usable by others.

What Can I Do Next? How Do I Turn My Thesis Into Useable Research?



What Is the Right Medium for Dissemination?



How Do I Write and Publish a Book?



How Do I Publish a Journal Article?



How Do I Disseminate My Research Online?



How Do I Present My Research at a Conference?





# Which Stats Test

Knowing which statistical test to use to answer your question is tricky.  
Use this simple tool to help narrow down the options!

## Question 1 - What is the purpose of your analysis?

- To look for differences between sets of data
- To look for an association between variables

[Help](#)

[< Previous](#)

[Next >](#)

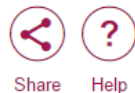
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### Need some help?

Read more about [choosing test statistics](#) to help you get started

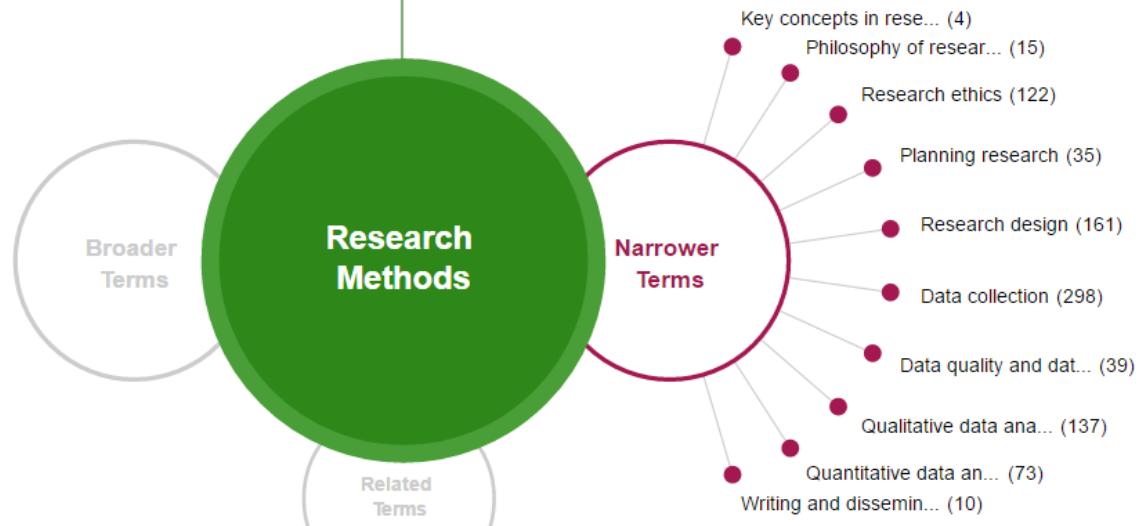
# Methods Map

Explore the research methods terrain, read definitions of key terminology, and discover content relevant to your research methods journey



## Research Methods

Research methods are the systematic tools used to find, collect, analyze and interpret information.





# SAGE researchmethods

Any questions?

<http://methods.sagepub.com>

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