Transcript

Chapter 7: Building your Project

So, when thinking about planning a project, it’s important to be clear about the four main component parts of all social science research. And although research can be approached and conducted in many different ways, there are four interrelated dimensions of building a social science dissertation:

* the type of data under investigation
* the framework through which that data will be collected
* the methods associated with collecting the data
* And, finally, the techniques of analysis that you’re going to employ

Now, the type of data you’re going to be using is what’s known as a research strategy, and it will be either qualitative, quantitative, or mixed in nature. The framework through which you collect data is the research design - and we’re talking here of cross-sectional, longitudinal, comparative, case study, or experiment. The methods are the tools for data collection, this is stuff like: surveys, interviews, participant observation, etc. And finally, there are those techniques that you subject data to in order to analyse it. Grounded theory, correlations, content analysis etc.

There are many different choices in each dimension, but it is important to note that they are not all compatible with one another. So you’ll need to think carefully about your decisions, make sure that your project is in alignment, and be able to justify any choices you do make. And you’ll need to remember to think about whether your planned project will enable you to respond appropriately to the aims and objectives of your research.

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