

Contents

1	Looking at Research	1
1.1	Introduction	1
1.2	Looking at Reality	3
1.3	Problematising	5
1.4	Problem Stakeholders	7
1.5	Conducting Research	9
1.6	The Nature of a Research Question	11
1.6.1	Open and Closed Questions	11
1.7	Linking the Research Question, Problem and Goal	13
1.7.1	Problem Definition	13
1.8	The Position and Role of the Researcher	15
1.9	What Is Methodology?	17
1.10	Chapter Summary	18
	References	19
2	The Essence of Methodology	21
2.1	Introduction	21
2.2	Search Behaviour: From Problem to Answer	23
2.3	The Research Pyramid	25
2.4	Basic Attitude Matching ‘Search Behaviour’	26
2.4.1	Basic Approach	27
2.4.2	Positivism	29
2.4.3	Constructivism	29
2.5	Methodology: Not a Map, But a Domain	31
2.6	Methodology and Method	33
2.6.1	Methods	33
2.7	Techniques: Thinking and Acting	34
2.8	Data Techniques	36
2.9	The Distinction Between Qualitative and Quantitative Research	38
2.10	Research Design	39
2.11	Chapter Summary	40
	References	41

3	Conceptual Models	43
3.1	Introduction	43
3.2	Defining a (Conceptual) Model	44
3.2.1	Maps and Models	44
3.2.2	Properties of Conceptual Models	45
3.3	Theory and Conceptual Models	46
3.4	The Functions of a Conceptual Model in Designing Research	47
3.4.1	Question: Open or Closed?	50
3.5	Role of a Conceptual Model with a Closed Question	51
3.6	Role of a Conceptual Model with an Open Question	53
3.7	Constructing a Conceptual Model	55
3.8	Chapter Summary	56
	References	57
	Interlude I Conceptualising Methodology	58
A.1	Conceptualising Methodology	58
A.1.1	The Social Origins of Problems	58
A.1.2	Instrumentality	59
A.1.3	Intervention	60
A.1.4	Measurability	60
A.1.5	Theory	60
A.1.6	Subjectivity	61
A.1.7	Ontology	61
A.1.8	Epistemology	62
A.1.9	Deontology	62
A.1.10	Finally: The Role of the Researcher	62
	References	63
4	Quantitative Research	65
4.1	Introduction	65
4.2	The Box of Bricks: Closed Question	66
4.3	Quantitative Paradigm	69
4.4	Quantitative Methodology	71
4.5	Quantitative Methods and Techniques	72
4.6	Quantitative Research Criticised	73
4.7	Chapter Summary	74
	References	74
5	Qualitative Research	77
5.1	Introduction	77
5.2	The Box of Bricks: Open Question	78
5.3	Qualitative Paradigm	80
5.4	Qualitative Methodology	81
5.5	Qualitative Methods	83
5.5.1	Example 1: Grounded Theory (GT)	84
5.5.2	The GT Instructions	84

5.5.3 Example 2: Chain Reasoning According to Toulmin	85
5.5.4 The Instructions of Chain Reasoning	85
5.5.5 Example 3: Action Research	86
5.5.6 Guidelines for Action Research	86
5.6 Qualitative Techniques	87
5.7 Qualitative Research Criticised	88
5.7.1 Box 5.7: Analysing a simple conversation (2)	89
5.8 Chapter Summary	88
References	90
Interlude II Combining a Qualitative and Quantitative Approach in One Research Design	91
A.1 Combining a Qualitative and Quantitative Approach in One Research Design	91
A.1.1 Introduction	92
A.1.2 Phase 1: Observing and Deducing	92
A.1.3 Phase 2: Theorising and Conceptualising	93
A.1.4 Phase 3: Interpretation and Application	94
A.1.5 Combining the Best of Both	94
A.1.6 Using the Nature of the Question for a Multi-method Approach	95
References	96
6 Assessing Your Research	97
6.1 Introduction	97
6.2 Juggling with Requirements and Criteria	99
6.2.1 Classification of Criteria	99
6.2.2 In Advance	99
6.2.3 During	100
6.2.4 Afterwards	101
6.3 Quantitative Requirements	103
6.4 Qualitative Requirements	103
6.5 Responsibility Assessment	105
6.6 Criticism	106
6.6.1 Quantitative	107
6.6.2 Qualitative	107
6.7 Chapter Summary	108
References	109
7 Acting and Organising	111
7.1 Introduction	111
7.2 Acting	113
7.2.1 Action Repertoire	115
7.2.2 Reflecting	116
7.3 Normal Organisational Actions in Relation to Research Action	118
7.3.1 Knowing	118

7.3.2	Justifying	119
7.3.3	Acting and Organising	120
7.4	Design and Change	121
7.4.1	Patriarch Lewin	122
7.4.2	Criticism	123
7.4.3	Action and Designing	123
7.5	Methodology and Technique	124
7.6	Chapter Summary	126
	References	126
8	Elaborating Your Own Research Design	127
8.1	Introduction	127
8.2	The Research Proposal	128
8.3	A Summary in the Form of Questions	130
8.4	Checklist for assessing a Master Thesis or Dissertation	134
8.4.1	Title and Structure	134
8.4.2	Readability	135
8.4.3	Justification	135
8.4.4	Maintenance	135
8.5	Epilogue	136
	References	136
9	Comparative Glossary	137
10	Epilogue	165
	References Glossary	169