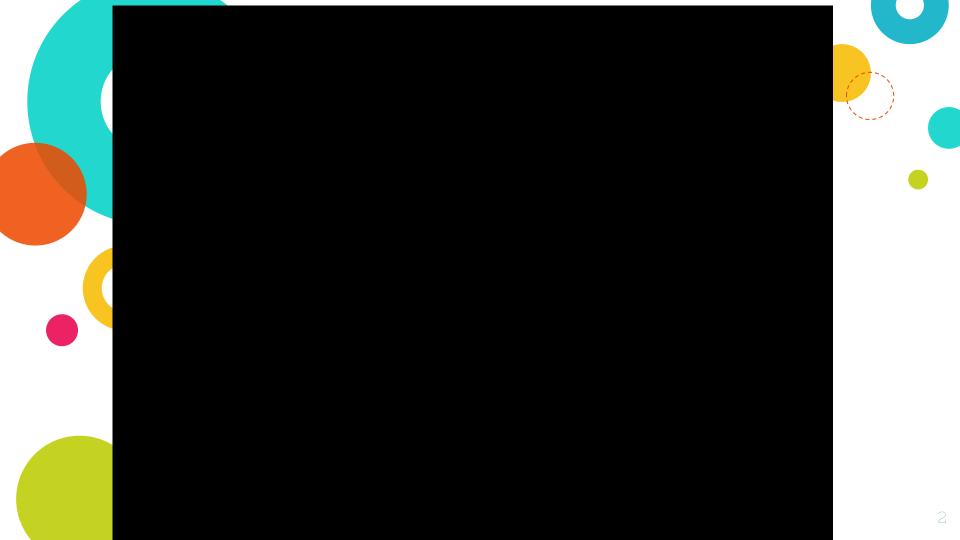
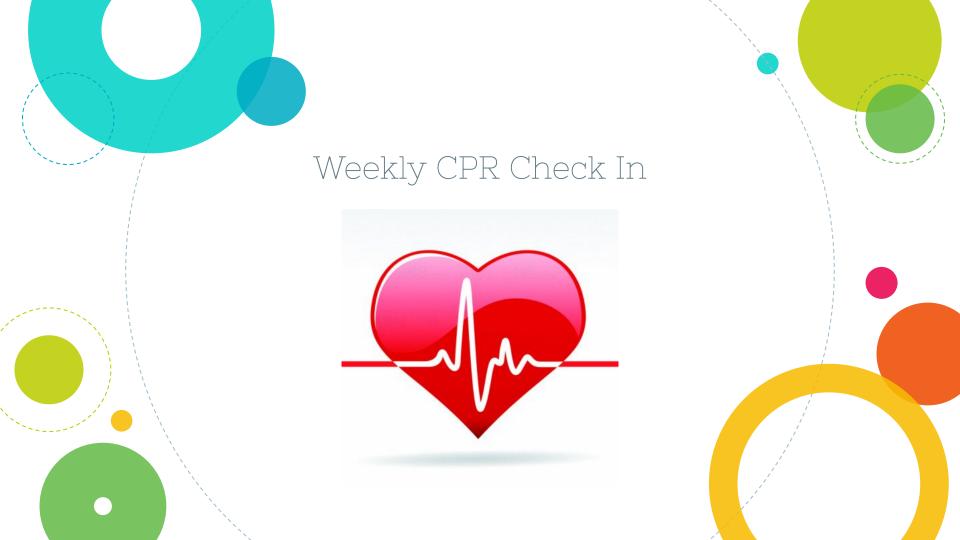


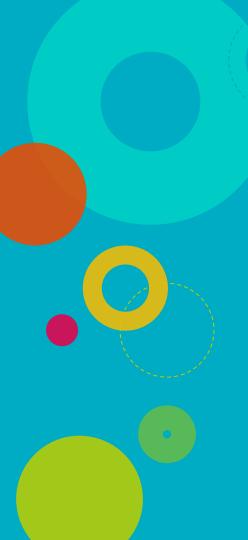
NOTES: To be deleted/Topic Ideas from Spreadsheet

- Congrats on finalizing your research question(s)!
 - Learn about different research instruments
 - Debate pros and cons of each
 - Vote/consensus model to determine which one to use





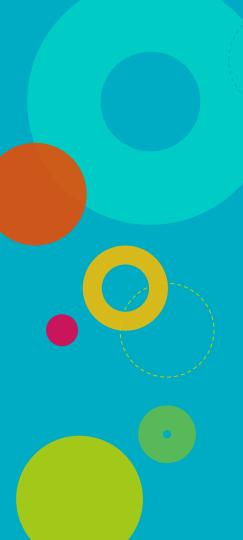




Sharing Prompt of the Day:

If you could choose a genre for your life, what genre would you choose and why?

- © could be what genre you think your life is currently, or...
- what you want your life's genre to be



UC San Diego's Consent & Assent forms

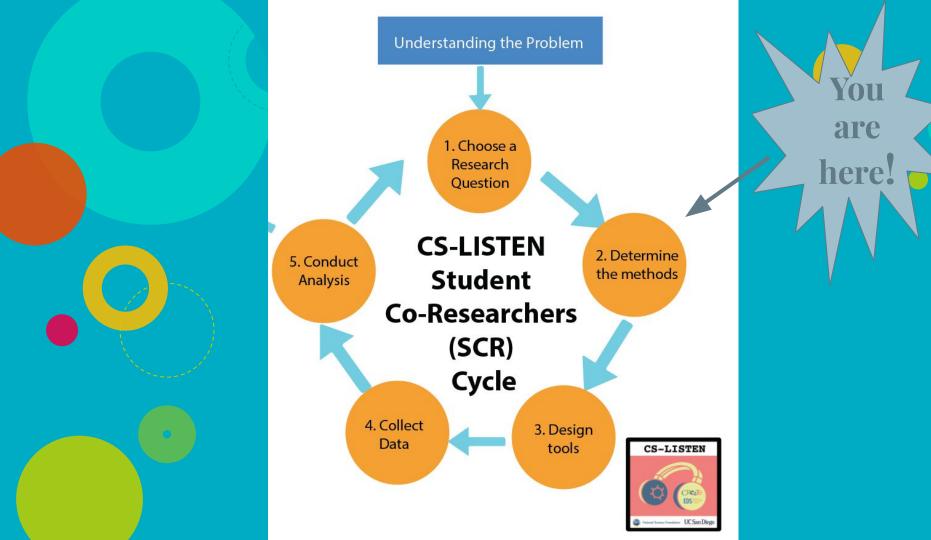


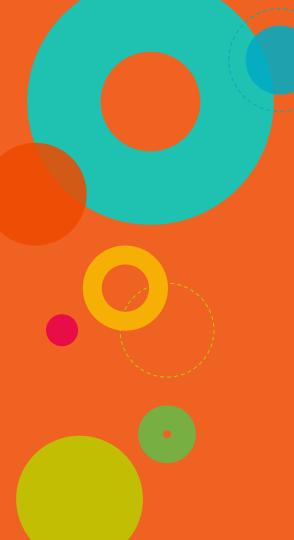
Teachers pass out <u>two forms</u>: Students turn BOTH signed <u>into your teacher(s) -- Next week</u>

- .. Parent Consent form -- Turn it into your teacher
- 2. **Student Assent form** -- Students can sign now and turn it into teacher.

If you don't get the forms signed, you CAN still participate in the project.

But we can't learn from you, so we would LOVE it if you provide the forms back to us.





GOAL: Pick a research method



Week 4 Recap

- Congrats you finalized your research question!
- Your next focus will be how you measure your variables!





What do we mean by Operationally Defining a Variable?

- Process by which researchers spell out precisely <u>how</u> a concept will be measured
- Involves identifying the specific research procedures we will use to gather data about our concepts



If you were studying viral videos...

- How would you operationally define a video that is "viral"?
 - Think about how you could measure how "viral" something is?

If you were determining who would be performing at the halftime show at the superbowl...

How would you determine who's the most popular performer?



Two main types:

Quantitative

Qualitative

Mixed Methods

Research approaches

Action research

Case studies

Ethnographic

Field experiments

Focus groups

Forecasting research

Futures research

Game or role playing

In-depth surveys

Laboratory experiments

Large-scale surveys

Participant-observer

Scenario research

Simulation and stochastic modelling





Quantitative Research:

Quantitative Research produces data that is expressed numerically.

Examples of quantitative data:

- O Height in inches
- # of minutes
- # of votes



Quantitative Research:

- Focuses on testing theories and hypotheses
- Is analyzed through math and statistical analysis
- Mainly expressed in numbers, graphs, and tables
- Requires many respondents
- Closed (multiple choice) questions



Quantitative Research:

There are many types of quantitative research methods!

Here are a few...



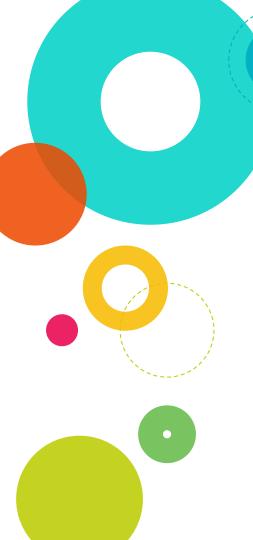
Surveys:

- Contains Many Questions
- Questions are multiple choice or rated
 - on a scale of 1-5...
 - rank the following...
 - multiple choice makes for cleaner data!
- On average, parents rated ____, x
- (This many) # of people answered



Experiments:

- Create a controlled environment where you can manipulate the variables you want
 - Establishes cause-effect relationships
 - Can provide clear or specific conclusions
- Under these circumstances... x number of students did this...



Observations:

- Observes people in their natural environment
- Most naturalistic of research methods
 - high accuracy, less room for biases in the making of research method
- However there might be personal biases
- Some things may not be observable
- During ____ we saw x # of teachers

Now, let's talk about Qualitative Datal



Qualitative Research

This method is used to understand:

- Thoughts
- Concepts
- experiences of people

It makes use of:

- Interviews
- focus groups
- case studies
- discourse analysis
- literature review



Interviews

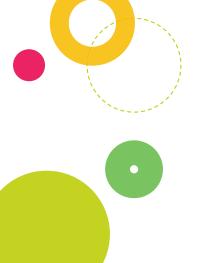
Ask open-ended questions verbally to respondents. Describe when, where, and how the interviews were conducted. Include information on:

- how you found and selected participants
- b. how many people took part?
- what form the conversations took (structured, semi-structured, unstructured)
- d. how long the interviews took
- e. how they were recorded (e.g. audiovisual recordings and note-taking)
- f. what group or community you observed?
- g. how you gained access to the participants

Focus Groups

Gathering opinions by having a group of people discuss a topic





Research Method Selection Protocol: 10 minutes

Interview Questions:

What type of research methods are most interested in for your RQ?

What appeals to you about that type of method?

Two minutes: In pairs, spend two minutes discussing what you've learned about quantitative vs qualitative methods

Three minutes:

Choose one person to ask questions first. Have the other partner answer.

Partner 1 interviews Partner 2 about the type of methods he/she/they think might work best for your team's RQs. Partner 1 does NOT offer opinions, only asks questions.

Three minutes: Partner 2 interviews Partner 1 about the type of methods he/she/they think might work best. Partner 2 does NOT offer opinions, only asks questions.

One minute: Choose and prepare to share a research method that you want to share to the whole team.



Time to Share!

What research methods do we think will be most useful for your Research Question:

 How do you plan to use these methods to measure your variables?



Preview for next week!

- Start thinking about how we want to use all the methods at our disposal for your research question!



