

I • CARE Research & Study Scheme/ Service Project Scheme

Research and Service Projects: Conducting Tips



Why is your study/service needed?

- * Proving certain ideas?
- * Refuting ideas? Debunking ideologies?
- * Support certain services/policy?
- * Policy change?

Social research – What do you want to know?

- * Impacts of policy changes on individuals and community?
- * Trends (Treiman, 2009)? e.g. general attitude
- * Testing certain ideas (Balnaves & Caputi, 2001)?
- * People's life (Silverman, 2010)?
- * Meanings of lived experiences/life practices (Denzin & Lincoln, 2011)?
- * Subjugated knowledge (Foucault, 1976)? e.g. secrets, non-mainstream ideas
- * What is/are your research question(s) / hypothesis/hypotheses?

Social research – 2 main research paradigms

VanderStoep & Johnson (2008) – p.7:

- *Qualitative – ‘produces narrative or textual description to the phenomena under study’
- *Quantitative – ‘specifies numerical assignment to the phenomena under study’

Which type to which research purposes?

- * **Trends** (Treiman, 2009)? e.g. general attitude
- * **Testing certain ideas** (Balnaves & Caputi, 2001)?
- * **People's life** (Silverman, 2010)?
- * **Meanings of lived experiences/life practices** (Denzin & Lincoln, 2011)?
- * **Subjugated knowledge** (Foucault, 1976)? e.g. secrets, non-mainstream ideas
- * These are just predominant purposes of different research paradigms (qualitative/quantitative). Research purposes can sometimes be achieved by both approaches

Popular research methods in social research - Sampling

- * Convenience sampling
- * Random sampling
- * Stratified sampling
- * Snowball sampling
- * Purposive sampling

Example case: The problem of working over time



Popular research methods in social research - Data collection

Quantitative

- * Laboratory experiment
- * Survey/questionnaire/telephone survey
- * The use of statistical programming techniques and draw analysis. E.g. SPSS

sp4262-Data.sav - SPSS Data Editor

File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help

1 : Q1 1

| | Q1 | Q2 | Q3 | Q4 | Q5A | Q5B | Q5C | Q5D | Q6A | Q6B |
|----|------|------|------|------|-------|-------|-------|-------|-------|-----|
| 1 | 1.00 | 1.00 | 1.00 | 1.00 | 10.00 | 7.00 | 96.00 | 96.00 | 52.00 | |
| 2 | 5.00 | 3.00 | 5.00 | 5.00 | 10.00 | 96.00 | 96.00 | 96.00 | 7.00 | |
| 3 | 1.00 | 3.00 | 1.00 | 4.00 | 10.00 | 96.00 | 96.00 | 96.00 | 7.00 | |
| 4 | 4.00 | 4.00 | 3.00 | 4.00 | 9.00 | 96.00 | 96.00 | 96.00 | 7.00 | |
| 5 | 4.00 | 4.00 | 4.00 | 4.00 | 7.00 | 96.00 | 96.00 | 96.00 | 28.00 | |
| 6 | 2.00 | 4.00 | 6.00 | 3.00 | 10.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 7 | 2.00 | 2.00 | 1.00 | 3.00 | 10.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 8 | 4.00 | 5.00 | 4.00 | 4.00 | 10.00 | 7.00 | 96.00 | 96.00 | 60.00 | |
| 9 | 5.00 | 4.00 | 6.00 | 4.00 | 10.00 | 47.00 | 96.00 | 96.00 | 60.00 | |
| 10 | 2.00 | 1.00 | 1.00 | 2.00 | 7.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 11 | 1.00 | 4.00 | 5.00 | 2.00 | 10.00 | 7.00 | 96.00 | 96.00 | 60.00 | |
| 12 | 4.00 | 5.00 | 3.00 | 4.00 | 10.00 | 7.00 | 96.00 | 96.00 | 28.00 | |
| 13 | 4.00 | 3.00 | 6.00 | 2.00 | 10.00 | 7.00 | 96.00 | 96.00 | 18.00 | |
| 14 | 2.00 | 2.00 | 2.00 | 3.00 | 10.00 | 7.00 | 96.00 | 96.00 | 60.00 | |
| 15 | 4.00 | 3.00 | 3.00 | 3.00 | 10.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 16 | 4.00 | 4.00 | 5.00 | 4.00 | 7.00 | 10.00 | 96.00 | 96.00 | 28.00 | |
| 17 | 5.00 | 5.00 | 5.00 | 4.00 | 7.00 | 96.00 | 96.00 | 96.00 | 10.00 | |
| 18 | 2.00 | 2.00 | 6.00 | 2.00 | 7.00 | 10.00 | 96.00 | 96.00 | 60.00 | |
| 19 | 1.00 | 4.00 | 5.00 | 2.00 | 10.00 | 7.00 | 96.00 | 96.00 | 60.00 | |
| 20 | 2.00 | 3.00 | 6.00 | 2.00 | 10.00 | 52.00 | 96.00 | 96.00 | 60.00 | |
| 21 | 1.00 | 4.00 | 4.00 | 1.00 | 10.00 | 47.00 | 96.00 | 96.00 | 60.00 | |
| 22 | 4.00 | 4.00 | 6.00 | 3.00 | 3.00 | 10.00 | 96.00 | 96.00 | 47.00 | |
| 23 | 1.00 | 5.00 | 5.00 | 4.00 | 10.00 | 7.00 | 96.00 | 96.00 | 47.00 | |
| 24 | 4.00 | 4.00 | 4.00 | 4.00 | 10.00 | 7.00 | 96.00 | 96.00 | 28.00 | |
| 25 | 2.00 | 2.00 | 3.00 | 2.00 | 10.00 | 3.00 | 7.00 | 96.00 | 60.00 | |
| 26 | 3.00 | 6.00 | 3.00 | 3.00 | 10.00 | 7.00 | 96.00 | 96.00 | 28.00 | |
| 27 | 4.00 | 5.00 | 5.00 | 4.00 | 10.00 | 7.00 | 96.00 | 96.00 | 60.00 | |
| 28 | 3.00 | 3.00 | 4.00 | 2.00 | 7.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 29 | 5.00 | 4.00 | 5.00 | 5.00 | 7.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 30 | 2.00 | 1.00 | 6.00 | 2.00 | 10.00 | 96.00 | 96.00 | 96.00 | 60.00 | |
| 31 | 1.00 | 1.00 | 1.00 | 1.00 | 10.00 | 7.00 | 50.00 | 96.00 | 3.00 | |
| 32 | 2.00 | 2.00 | 1.00 | 2.00 | 10.00 | 52.00 | 96.00 | 96.00 | 60.00 | |
| 33 | 4.00 | 5.00 | 1.00 | 4.00 | | | | | | |

Start | Electronic Data Center : ... | ICPSR images | sp4262-Data.sav

Correlations^a

| | | reading score | writing score | math score | science score | female |
|---------------|----------------------------------|---------------|---------------|------------|---------------|--------|
| reading score | Pearson Correlation ^b | 1 | .597** | .662** | .630** | -.053 |
| | Sig. (2-tailed) ^c | . | .000 | .000 | .000 | .455 |
| writing score | Pearson Correlation | .597** | 1 | .617** | .570** | .256** |
| | Sig. (2-tailed) | .000 | . | .000 | .000 | .000 |
| math score | Pearson Correlation | .662** | .617** | 1 | .631** | -.029 |
| | Sig. (2-tailed) | .000 | .000 | . | .000 | .680 |
| science score | Pearson Correlation | .630** | .570** | .631** | 1 | -.128 |
| | Sig. (2-tailed) | .000 | .000 | .000 | . | .071 |
| female | Pearson Correlation | -.053 | .256** | -.029 | -.128 | 1 |
| | Sig. (2-tailed) | .455 | .000 | .680 | .071 | . |

** . Correlation is significant at the 0.01 level (2-tailed).

a. Listwise N=200

Popular research methods in social research - Data collection

Qualitative

- *In-depth interviews, multiple interviews
- *Ethnography 民族誌



Popular research methods in social research - Data collection

PhotoVoice
www.photovoice.org



PhotoVoice
10 YEARS
50 PROJECTS
23 COUNTRIES



- * Photovoice
- * Oral history 口述歷史



Popular research methods in social research - Data collection

Ten Company Blogs Analyzing 100 Posts for Content

| Content | Adaptive Path | Amazon Web Services | Boeing | Emerson Process | LinkedIn | Marriott | Pitney Bowes | Petro-Canada | Southwest Airlines | Starbucks | Adjusted Count * |
|------------------------------|---------------|---------------------|--------|-----------------|----------|----------|--------------|--------------|--------------------|-----------|------------------|
| Explain company's actions | 2 | 4 | 3 | 1 | | 4 | | 8 | 2 | 5 | 29 |
| Warmed over press releases | | 6 | 4 | | 4 | 5 | | 1 | 3 | 2 | 25 |
| Company events | 5 | 1 | 5 | 3 | 3 | 2 | | | 5 | 1 | 25 |
| Wax philosophical | 5 | 1 | 2 | 4 | 2 | 2 | 10 | 2 | | 3 | 21 |
| Link to another blog | 6 | 2 | 2 | 4 | 3 | | | | | | 17 |
| Discuss industry issues | 3 | | 2 | 3 | 1 | | 2 | 3 | | 1 | 13 |
| Link to another company | 3 | 2 | | 1 | 4 | | | | | 1 | 11 |
| Unrelated to core operations | | | | | 1 | 3 | 10 | 1 | 2 | 2 | 9 |
| Describe product use cases | | | | 2 | 3 | | | | | | 5 |
| Silliness | | | | | 1 | | | | 3 | | 4 |

* Adjusted Counts do not include Pitney Bowes, which is an outlier in terms of attributes

* Content analysis 内容分析

Popular research methods in social research - Data collection

- * Focus group 聚焦小組



- * Historical and discourse analysis



A worthwhile service project

- * Aims and objectives
 - * Clear and precise
 - * Carry power to bring **effective** changes to community
- * The project itself
 - * What will you do?
 - * Why
 - * How??
 - * Outcome?
 - * Be specific!

A worthwhile service project

* Beneficiaries

- * Who benefits from the project?
- * Do they need what you provide? → think from the perspectives of the beneficiaries
- * Can the beneficiaries continue your project themselves even without your help?
- * Consideration of possible negative side effects to the communities served, and remedy to the problems caused.
- * Promotion
 - * Use of mass/alternative/new media
 - * Interesting, eye-catching activities; Sound-bites!!!

A worthwhile service project

* Sustainability

- * Money, resources: Fundraising and other issues
- * PR: make friends with other NGOs, media, professors... etc. Accumulate social capital!
- * Manpower, members/membership; Pass the torch!
- * Good will, creditability

Concluding reminders

Several things worth thorough consideration:

- * A clear background - What existing problems are there in motivating you to propose the research/projects?
- * What you want to do?
- * Who you want to help?
- * How are you going to do? What are the methods?
- * The significance of the research/service projects
 - * What impacts can you bring?
 - * How can you contribute to the academic/society/community?
- * How to reduce ethical problems/troubles to the community served/researched?
- * Limitations/weakness, remedy