



Methodology and Results

Methodology—the expanded explanation

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Methodology

What to do?

- This presentation is broken up into two parts:
 - Quantitative
 - Qualitative

Methodology

Quantitative

- For the course, your Quantitative study (if this is the method you choose) will be based upon a questionnaire
- You will create a set of questions to hand out to 10 people either in person or online
- These questions need a 'measurable' scale

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Quantitative Example for a study on internet habits

- Question 1) Do you own a smart phone?
 - Yes or No
- Question 2) How long per day are you on Facebook?
 - Never 0 to 1 hour 1 to 3 hours More than 3 hours
- You will keep making questions like this and then hand them to people. For example, assume we handed the questions to 10 people (easier on the math)

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Quantitative Example for a study on internet habits

- Of those 10 people, one person answered this way:
- Question 1) Do you own a smart phone?
 - Yes or No
- Question 2) How long per day are you on Facebook?
 - Never 0 to 1 hour 1 to 3 hours More than 3 hours
- You then can then mark down how many times people answered 'Yes' for one and you can see '0 to 1 hour' for two

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Quantitative Example for a study on internet habits

- Of all ten people you find the following out:
- Question 1) Do you own a smart phone?
 - Yes or No
 - 9 people said Yes; 1 person said No
 - This means (for your results), 90% of the people surveyed have a smart phone
- The next page will contain the answers given for Question 2. You will then see if you can give the % for each answer.

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Quantitative Example Results

- Question 2) How long per day are you on Facebook?
 - Never 0 to 1 hour 1 to 3 hours More than 3 hours
 - Never had 2 answers
 - 0 to 1 hour had 3 answers
 - 1 to 3 hours had 3 answers
 - More than 3 hours had 1 answer
 - 1 person did not respond to this question
- What are the %s for your research results?

Methodology

Quantitative Example Results

- Question 2) How long per day are you on Facebook?
 - Never 0 to 1 hour 1 to 3 hours More than 3 hours
 - Never had 2 answers 20%
 - 0 to 1 hour had 3 answers 30%
 - 1 to 3 hours had 3 answers 30%
 - More than 3 hours had 1 answer 10%
 - 1 person did not respond to this question 10%

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Quantitative Example Results

- You can then, for your results (don't worry, you will see this presentation again in a future unit) state your findings:
 - The internet has taken a hold of Montreal, in fact by my study, at least 90% of the people had a smart phone with at least 40% of them spending an hour or more on Facebook every day.
- All of the bigger studies you see use the same basic (although a lot more complicated) structure

Methodology

Qualitative

- For your research, a qualitative study is an observational study
- You will pick your subject (safely) or your area and observe. You can also decide to give an open ended interview or questionnaire to a select (small) group of people
- Remember, if you do observations always be safe

Methodology

Qualitative Example for a study on internet habits

- For your research, a qualitative study is an observational study
- You will pick your subject (safely) or your area and observe. You can also decide to give an open ended interview or questionnaire to a select (small) group of people
- Remember, if you do observations always be safe

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Qualitative Example for a study on internet habits

- If you wanted to study internet study habits in a qualitative way you could:
 - Observe people in a classroom
 - Observe people in a library at the computer
 - Interview someone about their own habits

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Qualitative Example for a study on internet habits

- Observe people in a classroom
 - Can you tell who is paying attention?
 - Who is texting?
 - Who is using the computer for class?
 - Who is using it for other things?
 - How can you tell?
 - Do some people shift their patterns of use? If so, when?

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Qualitative Example for a study on internet habits

- Observe people in a library at the computer
 - What are the people doing in the computers?
 - Is there a pattern you can find? If so, what?
 - How long are people staying on them? What is the pattern there?

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Qualitative Example for a study on internet habits

- Interview someone about their own habits
 - Ask **Open-Ended** questions (none Yes/No or one-word answer questions)
 - Please describe your normal day online
 - What can you say about Facebook and your use?

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Qualitative Example Results

- For results (again, you will see these slides in a future unit to help you understand better)
 - Please describe your normal day online
 - A normal day online for some is to wake up and spend 20 minutes checking emails, news and social sites.

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Qualitative Example Results

- What can you say about Facebook and your use?
 - Although Facebook does have use in keeping up to date with friends, family, news and coworkers, some people spend far too much time on it and they consider it a waste of time

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How to put Results into your paper

- No matter which method you choose, you will have results. Putting the results into your paper is nothing mystical
- All you have to do is explain your data. That's it. If 90% of the people have a cellphone that can get the internet, then state that and then tell why you think that is important or interesting with keeping your thesis in mind

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How to put Results into your paper

- If an interview you received had a great story about World War II and the effects of communication, then use it (if your thesis is on WW II and the effects of communication) but when you use it, use it with an **Analytical Eye**
- You will analyze your results and put them into a narrative form for your reader always remember:
 - **So What? Who Cares?**
 - If you don't tell the reader why this is important or show why they should care then, chances are, they won't care or think it is important.

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For further information:

- A good link to see an easy example is here:
<http://www.regentsprep.org/regents/math/algebra/ad1/qualquant.htm>
- Or a Prezi example here: http://prezi.com/ixf_buxmfjrd/how-to-plan-your-methodology/