

Strategies for research of individual and group behavior

Стратегии для исследований индивидуального и группового поведения



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Course Objectives

1. Students should be able to read and understanding existing research.
2. Students will become familiar with existing methods of research.
- 3. Students should be able to formulate a research strategy for their objectives.**
 1. Identifying a research objective.
 2. Selecting appropriate methodologies for the objective, or seeking new methodologies, when necessary.

What the Course **is Not**.

- An in-depth instruction into all methodologies
- Training in specific statistical/quantitative methods
- Training in best practices for qualitative research
- Training in substantive topics related to marketing, management, business, etc.
- A checklist for which method is “best”

What the course **is**.

This course will:

- Give students tools **to think critically** about research methodologies and findings.
- Promote a productive mindset for their own research
- Allow students to consider new findings in their field of interest
- Promote learning of new methodologies beyond the classroom

Module 1: Fundamental Concepts of Research

- Why research should be conducted in a scientific manner
- Goals of a good research design
- Matching research design to research goals
 - Issues of Scope
 - Internal and External Validity
 - Why strategy must follow from objectives.

Module 2: Typologies of Research

- Methods for investigating behavior
 - Case Study Design
 - Survey Methodology
 - Experimental Design
 - Cross-section Design
 - Time-series Design
 - Panel Design
 - Interview Design
 - Exploratory Methods

Module 3: Review of Existing Research

- Students will read and analyze existing research in order to identify:
 - What the objective of the research was.
 - Why the method of research chosen was appropriate (or not)
 - How to improve or build upon existing research to learn more, or integrate findings to new circumstances
- Material from Social Sciences and Marketing

Module 4: Evaluating Conflicting Findings

- “Same method, Different answers”
 - Comparing different findings from similar strategies
 - Understanding of Samples/Cases
- “Different Methods, Different Answers”
 - When scope matters
 - Limitations of different research methods
- Resolving conflicting findings

Module 5: Understanding New Methods

- Identifying methodologies from outside which work for your research question
- Evaluating the limits of new methods
- How to learn from new evidence
- How to use multiple methods to answer difficult questions

Review of Modules

1. Fundamental Concepts of Research
2. Typologies of Research
3. Critical Review of Existing Research
4. Evaluating Conflicting Findings
5. Understanding New Methods