

# 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