

your research demands your methodology

- you need to be:
- informed
  - critical
  - creative

how will you choose?

the lack of good mentors

## session two

### Methods and Methodologies

the hazards of orthodoxy

the fear of uncertainty

**drive-by research**  
the interview as orthodoxy



and their key assumptions

- methods**
- interviews
  - focus groups
  - diaries
  - diary-elicitation
  - photo-voice
  - photo-elicitation
  - video-elicitation
  - go-along interviews
  - document analysis
  - observation

which method(s)?  
which methodology(ies)?

why you don't need a methodology

**exercise**

- what is your research question?
- what methods will you use to collect data for it?

**review**

write down the three most important things you will take from this session

**session two**

**Methods and Methodologies**

# **methodologies**

**thematic analysis**

**grounded theory**

**phenomenology**

**discourse analysis**

**narrative**

**ethnography**

**and their key assumptions**

# thematic analysis

**positivist, constructionist**

**themes are valuable**

**"captures something important  
about the data"**

**descriptive**

**content driven**

# grounded theory

**post-positivist, constructionist**

**develop 'theory' grounded in data**

**avoid preconceptions**

**codified practices**

# phenomenology

**constructionist?**

**descriptive, hermeneutic**

- **the double hermeneutic**

**experience and meaning**

# discourse analysis

**constructionist**

**language (symbolic communication)**

**micro (discursive psychology)**

**macro (Foucauldian)**

**construction, function, variation**

**positioning**

**power**



# narrative

**constructionist**

**storying, meaning**

**narrative form**

# ethnography

**post-positivist, constructionist?**

**culture**

**observation, immersion**

# **methods**

**interviews**

**focus groups**

**diaries**

**diary-elicitation**

**photo-voice**

**photo-elicitation**

**video-elicitation**

**go-along interviews**

**document analysis**

**observation**

**which method(s)?**  
**which methodology(ies)?**

**how will you choose?**

**why you don't need a methodology**



# **drive-by research**

**the interview as orthodoxy**

**the hazards of orthodoxy**



**the fear of uncertainty**

**the lack of good mentors**

# you need to be:

- **informed**
- **critical**
- **creative**

**your research**

**demands**

**your methodology**

## **exercise**

- **what is your research question?**
- **what methods will you use to collect data for it?**

## **review**

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important things you will  
take from this session**