

Choose Your Research Method

Online course learning objectives

This course introduces you to the core concepts and practical applications of qualitative, quantitative, and multi-methods research. You'll learn how to select, combine, and apply methods effectively, with real-world examples to guide your decisions. By the end, you'll gain the confidence and tools to design and carry out research projects with clarity and purpose.

This course will help you to:

- Appreciate the importance of selecting appropriate research methods and how they impact the success of a project.
- Differentiate between qualitative, quantitative, and multi-methods approaches, recognizing how each functions and can be applied.
- Explore real-world examples to see how methods are used, their value, and how they can be combined effectively.
- Develop the skills to align research questions with methods, reassess approaches, and determine the best strategy for your project.

Time to complete: 3 Hours

Level: Beginner

Instructor: Dr Peter Civetta

Online course full syllabus

MODULE ONE: WHAT ARE RESEARCH METHODS?

This module will help you to:

- Appreciate the importance of selecting a research method in the success of a project
- Differentiate between qualitative and quantitative approaches to research
- Recognize how different methods can be combined for a multi-methods approach

MODULE TWO: WHAT ARE SOME POPULAR QUALITATIVE APPROACHES?

This module will help you to:

- Identify how different qualitative methods function
- Explore how different projects have utilized them to see the range of applicable uses
- Recognize how each example could have value within your own work

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MODULE THREE: WHAT ARE SOME POPULAR QUANTITATIVE APPROACHES?

This module will help you to:

- Identify how different quantitative methods function
- Explore how different projects have utilized them to see the range of applicable uses
- Recognize how each one could have value within your own work

MODULE FOUR: WHAT ARE SOME POPULAR MULTI-METHODS APPROACHES?

This module will help you to:

- Recognize how different research methods could be combined
- Recognize the implications of the order in which methods are used
- Identify ways of determining what might work best for your own project

MODULE FIVE: HOW DO I CHOOSE A METHOD?

This module will help you to:

- Recognize how to reassess your research question to ensure it remains aligned with your chosen method(s)
- Identify questions to ask to determine which method is best for your project
- Discern how to select a research method and confirm its connection to your research question