

As a sociology student, you have been asked to design a research project to collect qualitative data on attitudes towards cyberbullying amongst a sample of residents in your area.

Outline each stage of your research design explaining the reasons for your choices at each stage.

Identify some of the problems that may occur and their impact on the quality of the data collected.

I O J S A O E A P

I Often Just Sit Alone Over Eating Apple Porridge

Section	Discussion/Potential problems
Introduction Short overview of your research design, including the method you are going to use with reference to the brief. State the research's theoretical position i.e. positivism and interpretivism.	
Operationalising the concept Operationalise your research concepts. What are you looking to find out? What are the main aims of your research? What questions will you ask? Do you need to find out more about the topic beforehand by consulting existing research reports and other forms of secondary data? Would a focus group be useful?	
Justification of the method Justify your research method. Select and write in detail at least three reasons why you have chosen your method. These must be related back to the topic and add context wherever possible. Think about your role as the researcher. You should also discuss the potential problems at each point.	
Sampling What sampling technique will you use? How? Sampling frame? Who is your target population? Problems with sampling? Response rate? Representativeness? Does it need to be representative? Will making generalisations be appropriate?	

Chart for designing a study

Access How will you access your group? Will you need to draft a letter? Who is your gatekeeper? Will you offer them anything in return?	
Objectivity How might your own bias and values influence the research process? How will you minimise this? With what type of research is this more of a concern?	
Ethics In what ways might the topic be sensitive? How will you get informed consent? How will you deal with confidentiality and anonymity? Will you be recording the interviews? State that you might not be able to anticipate all scenarios and will have to deal with ethical dilemmas as they emerge during the fieldwork.	
Analysis How will you go about analysing your data? Make reflections throughout the process. Keep a research diary? Transcribe all interviews. Look for common themes. Mind mapping. This is consistent with a grounded theory approach.	
Presentation of data Selection of quotations to illustrate findings. Pseudonyms to protect anonymity.	