EXTENDING YOUR RESEARCH
METHODS REPERTOIRE

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Workshop outline

- Introduction – our research (methods) philosophy
- 3 methods for IM/LIS research – Northumbria case examples
  - Delphi studies
  - Co-operative inquiry
  - Community consultation
- Choosing a method
  - Advantages & drawbacks of different methods
  - Group activity
- Conclusions

IM research @ Northumbria

| Introduction |
| Methods: |
| Delphi study |
| Co-operative inquiry |
| Community consultation |
| Advantages & drawbacks |
| Conclusions |

- research paradigms & methodologies
- mixed methods
- novelty & innovation
- interdisciplinary methods
- engagement
- virtual & physical/face-to-face
- sharing experience

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Research methods

Introduction

Methods:

Delphi study

Co-operative inquiry

Community consultation

Advantages & drawbacks

Conclusions

The Delphi study
- developed in the 1950s at the RAND Corporation
- 'classic' Delphi
  - gathers a consensus of 'expert' opinion
- purpose
  - prediction
- use
  - business, education, health and records management

In a classic Delphi study...

Introduction

Methods:

Delphi study

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Advantages & drawbacks

Conclusions

- establish a panel of experts
- send a first round questionnaire to the panel
- analyse results
- distribute results & summary of comments and arguments to all panel members
- repeat until consensus is reached (at least two rounds)

Linstone and Turoff (2002) www.is.njit.edu/pubs/delphibook/

'Modified' Delphi studies

Introduction

Methods:

Delphi study

Co-operative inquiry

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Advantages & drawbacks

Conclusions

- 'rule(s)' deliberately omitted from study design but based on Delphi principles
- examples
  - e-format (traditionally paper)
  - definition of 'expert'
  - identities disclosed among the panel
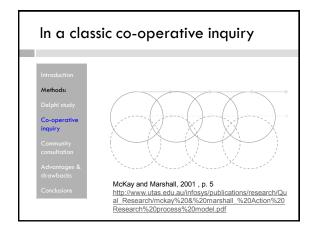 - panel may meet
  - divergence not just consensus

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Practical case examples

Introduction

Methods:

Delphi study

Co-operative inquiry

Community consultation

Advantages & drawbacks

Conclusions

- Assessing the impact of ISO 15489: the first international standard for records management

- A critical assessment of records management capacity and compliance toolkits

- AC$^+$erm - Accelerating Positive Change in electronic records management

  www.northumbria.ac.uk/sd/academic/ceis/re/isrc/themes/rmarea/

Research methods

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The co-operative inquiry:
- Derivation of action research developed by John Heron in the 1970s
- inquiry
  - co-researchers design, manage, take action and draw conclusions from the inquiry
- purpose
  - to link research and action
  - to empower people so that it is 'research with people' rather than 'research on people'
- use
  - professional studies, education, health and information management

Heron (1977)
http://www.human-inquiry.com/cionepag.htm

In a classic co-operative inquiry

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Advantages & drawbacks

Conclusions

- a group of co-researchers with a common concern/interest come together
- the group co-operate to mutually develop the research through action research cycles
  - Diagnosing
  - Action planning
  - Action taking
  - Evaluating action
  - Specifying learning

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In a classic co-operative inquiry

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Conclusions

1. Diagnosing

2. Action planning

AIM

3. Action taking

4. Evaluation

5. Specifying learning

In a classic co-operative inquiry

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McKay and Marshall, 2001 , p. 5
http://www.utas.edu.au/infosys/publications/research/Qual_Research/mckay%20&%20marshall_%20Action%20Research%20process%20model.pdf

In a classic co-operative inquiry

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- □ a standard project moves through approximately 6 action research cycles
- □ the timescales for each cycle tend to be short
- □ the chain of cycles cannot be predefined

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Practical case examples

Introduction
Methods:
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Advantages & drawbacks
Conclusions

- Continued Communication: maximising CMC for organisational benefit taking into account the impact of the individual
  - 80 international cross disciplinary co-researchers
  - Collaborative global partnership delivered through using and simultaneously testing CMC

Brown M, Demb S and Lomas E (2009)

Practical case examples

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- Centre for Action Research in Professional Practice
  http://www.bath.ac.uk/carpp/index.htm
  - Changing interprofessional practice in child welfare provision
  - Tool for professional development
  - Carbon emissions
  http://www.lowcarbonworks.org.uk/

Research methods

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Public consultation
- long history of use
- a deliberative method
  - gathers views from the public on a topic/issue
- purpose
  - enable wide range stakeholders with an interest in the topic to express their views often in the context of (policy) decision making
- use
  - eg government; public bodies; health, biomedicine, environment
  - e.g. Data Sharing Review Richard Thomas, ICO & Dr Mark Walport, Wellcome Trust
  http://www.justice.gov.uk/reviews/datasharing-intro.htm

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Community consultation

Introduction

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Community consultation

Advantages & drawbacks

Conclusions

- A derivation/variation of a public consultation
  - focused on a community e.g. a profession, a sector
  - purpose
    - enable a range of community stakeholders with an interest in a topic/issue/findings to express their views
  - use
    - health/medical field, public sector (eg schools, local government)

Practical case examples

Introduction

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- Uptake and usage of SharePoint by UK HEIs
  - www.northumbria.ac.uk/sharepoint_study www.eduserv.org.uk/research/studies/sharepoint2009
- Users' trust in information resources in the Web environment
  - http://ie-repository.jisc.ac.uk/470/2/ JISC_User_Trust_final_report.pdf

Practical case examples

Introduction

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- Morris MC, Nadkarni VM, Ward FR & Nelson RM. (2004). Exception from informed consent for pediatric resuscitation research: Community consultation for a trial of brain cooling after in-hospital cardiac arrest. *Pediatrics*, V114(3), pp. 776 -781
- Dickert N & Sugarman J. (2005). Ethical Goals of Community Consultation in Research. A*merican Journal of Public Health*, V95(7), pp. 13-18

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Form varies

Introduction
Methods:
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- Data Sharing Review
  - structured questions to answer; letters (individual & group)
- SharePoint in HE study
  - online questionnaire (emailed back) anonymised
- Users' trust in Web resources
  - online modified Delphi; round table
- Paediatric resuscitation
  - Focus groups, written responses, e-mails, telephone conversations

Choosing a method

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- What are the advantages & drawbacks of different research methods
  - Delphi study
  - co-operative inquiry
  - community consultation

  for a specific research scenario?

Research scenario

Cloud Computing: The New Horizon?

- Research Questions
  1. What are the benefits of utilising the Cloud?
  2. What are the risks associated with using the Cloud in the short, medium and longer terms?
  3. What are the differences between individual suppliers' performance and service?
  4. Are there ethical questions about the management and ownership of 'Cloud' environments?

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Group Activity

1. As a group chose **ONE** of the research questions related to cloud computing services. **Choose** a context for the research (eg individuals, SMEs, international organisations)
2. How you would develop your research method to answer this chosen research question in that context?
3. What are the advantages and drawbacks of your method in relationship to the research question?
   Please record these on your flipchart
4. Nominate a member of the Group to briefly present your discussion

Cloud research examples

- ARA. *Cloud computing toolkit: guidance on outsourcing*
  www.archives.org.uk/images/documents/Cloud_Computing_Toolkit-2.pdf
- ENISA. SME perspectives on cloud computing
  www.enisa.europa.eu/act/rm/files/deliverables/cloud-computing-sme-survey/?searchterm=cloud%20computing
- JISC. Using cloud computing for research
  www.jisc.ac.uk/whatwedo/programmes/researchinfrastructure/usingcloudcomp.aspx

Advantages & drawbacks - our experience

Introduction	□ Assessing the impact of ISO 15489
Methods:	www.northumbria.ac.uk/sd/academic/ceis/re/isrc/themes/rmarea/
Delphi study	□ AC⁺erm - Accelerating Positive Change in electronic records management
Co-operative inquiry	www.northumbria.ac.uk/acerm
Community consultation	□ Continued Communication: maximising CMC for organisational benefit taking into account the impact of the individual
Advantages & drawbacks	www.northumbria.ac.uk/sd/academic/ceis/re/isrc/phd/e_lomas/
Conclusions	□ Uptake of SharePoint in HEIs
	www.northumbria.ac.uk/sharepoint_study

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Final thoughts...

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- IM/LIS research opportunities are wide ranging
- IM/LIS discipline has no unique research methods other than bibliometrics
  - adopt & adapt methods from other disciplines
  - develop our own?
- share, develop and consolidate

Research in action...

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- Your chance to vote!
  - which of the research method(s) explored here do you think you are most likely to use in your own research in the future?

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