

Advanced Research Methodology

4. The Importance of Introductions

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Variations depending on the approach:

Qualitative research problems:

- lack of theory
- lack of previous research
- available theories are inaccurate or biased
- need for new description and theorising
- not suiting to quantitative investigation

Quantitative research problems:

- independent variables that influence the problem
- dependent variables that are influenced and are the outcome
- intervening variables that mediate the effects of the independent variables
- control variables allow the control of the influence of the independent on the dependent variables

Mixed research problems:

- Combination of quantitative and qualitative approach
- introducing quantitative theories
- using qualitative methods
- research questions typically need both approaches

A Model for an Introduction

1. the research problem:
create readers interest for the problem; male the problem very clear in an sentence that draws the atention of the reader to your problem
2. state of the art - studies on the problem:
remeber what was said for the literature review!
3. research gaps - deficiencies:
detect what formr research did neglect and why the research on it is important - phenomena, empirical evidence, case studies
4. the importance of the present study undertaken by the author
the author makes clear why it is a new contribution for different adressat groups - administrators, government, science, interest groups
5. the purpose statement