

Unit 3 Reading: Methodology and Research Methods

The reading this week will help you understand which research method will be more useful to your chosen area of investigation.

Required Reading

Dawson, C. (2015) *Projects in Computing and Information Systems: A Student's Guide*. Harlow: Pearson.

Chapter 2 Section 2.3 p 26-27.

British Research Methodology (BRM). (2018) *Research Design*.

University of Liverpool Academic Skills. (n.d.) *Introduction to research methods and methodologies*.

QuestionPro. (2021). *What is research?*

Sage. (2021) *Sage Research Methods: Methods Map*.

Additional Reading

Saunders, M., Lewis, P. & Thornhill, A. (2012) *Research Methods for Business Students*. 6th ed. Pearson Education Limited.

Chapter 5 p 172-220.

QuestionPro. (2021) *Quantitative research*.

IBM. (n.d.) *CRISP-DM Help Overview*.

Crewsell, J. (2022) *What is Mixed Methods Research? University of Michigan*.