

Research design and mythology



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Research Design and Mythology The research design and methodology of the paper will be a qualitative style of research combined with statistical data. The author will use secondary data to gather the five methods of research: observations, interviews, survey forms, focus groups and internal data. The hope is to combine these methods and research findings to create an instructive and comprehensive platform to make the necessary changes in order to provide true equal opportunities for women in political and professional sectors. Surveys will be the most informative source of data used in this study.

There are many surveys that focus on many aspects of women and career development. It is very easy to find a number of women in different stages of their career to maintain the minimal number of respondents to conduct the survey. For example, Bradley, Brown and Dower conducted a survey of nearly 650 employees who were surveyed in a public sector agency and results indicated that only a few of the previously identified factors (career-expectations, development, encouragement; culture fit; mentoring; relationships; demographics) were significant predictors of career success in this public sector sample.

However, there were gender differences (2009). This study provides evidence that there are factors that differ between men and women professionally at a lower professional level. If these factors differ at a lower level than it is certain that they have an influence on women reaching a higher level of success in employment. In addition, Sanghamitra Buddhapriya, developed a questionnaire strictly for women professionals in

order to find a correlation between professional development and family management.

These surveys and others like them will produce an overview of the problems women are experiencing in high profile/political careers. This study gives valuable information about the daily stresses women go through with personal life that men simply don't. This survey correlates with other studies that suggest the many women are unable to maintain or unwilling to obtain a higher paying position simply because it would take time away from their family/children. Focus groups will be used for the political development of the study.

There are currently very few women in the political field including community politics. Creating a focus group of women that are in this field will help the researcher to better understand the daily effects the public have on their day to day policies. Cammissa and Riengold (2004) conducted a study of women at the state legislative level. Their study found that throughout history there has been an integration of women and politics. Specifically, the group that they studied grew on the former ideas of women that had set the course before them.

This focus group also had similarities in leadership styles as well as discrimination view points. By finding the similarities between women in the political field and the few women who have made it to the top of the professional sector policy changes and action can be taken. In the political and professional field interviews are a prime source for insider details. A recent interview on NPR conducted by Mr. Conan (2010), gave an interesting

perspective on women and discrimination in politics. He interviewed several women that had fought their way into politics both recently and previously.

The interview gives good insight to the fact that negative public views and the “good old boy” system does still exist in politics today. Personal interviews of women who are either on a board of directors or the President/CEO of a major company can be helpful in finding the personal trials that they had to overcome in order to achieve their current position. For example, recently Del Jones (2009) from USA Today conducted an interview with Andrea Jung, CEO of Avon Products. In that interview they discuss the importance of having great mentors.

She expressed that in her experience with other women CEO's she found that most of them had doors opened because of a man that lead the way. This is important information to this study and might have been overlooked by any other form of research. Politically internal data cannot give much information. However, corporately internal data is a highly useful tool. Every corporation has its very own set of rules and corporate policies this data can be very helpful in finding the inner clicks that take place on an everyday basis.

For example, Hoffman, Schniederjans, and Sebora (2004) have created a multi-objective approach to CEO selection. This approach does not use gender as a factor. Company policies can produce a huge amount of information within this study. Unfortunately, internal data is very hard to collect and authorize for many companies. Political observations are great tool of research. While internal data is hard to find in this sector observations

are very easy. A political figure is always in the spot light and because they deal with the public much of their information is public.

By observing how women that have been able to make it into office have overcome political trials it can help provide information for future women who are interested in entering the political forum. In contrast, political campaigns where a woman does not win an election can be helpful in order to see what trials she was not able to overcome. What area did she lack at? Was it in fact a political reason or was it personal? Was there discrimination or simply a lack of abilities?

Observing what works and what doesn't is very easy to do in politics. It is important to note that statistical data is very important in the correlation of the qualitative data. Statistics create a picture of the problem in its entirety. It is simple to look at the many different factors individually but when these factors are placed together and the statistics such as the number of women in particular political field is placed beside it. It will give a higher understanding to the solution to the problem of women and high profile/paying positions.