Methodology research paper sample

Business, Management

For propose of having an effective study that was complimented by factual data collected from the ground, the study made use of interviews as the primary methodology for the study. Four different managers that ran four different restaurants were interviewed in this study. Seventeen questions were used in the interviews to understand the managers' viewpoint, concerning the study. The questions were also used to get some brief history about the managers' careers. Through interviews, the study was able to understand exactly how the managers ran the restaurants.

The main reason interviews are considered the best method to use in this study is, first, through interviews the managers who run the restaurants were engaged in direct conversation. By engaging the managers in conversation, using a set question, interviews provided a clear picture of the issues that they have to deal. Second, compared to methods such as observation, interviews offered an in depth perspective on a number of issues surrounding the study at hand. In this study, interviews offered a more clear compact and structured method of getting data (Reis & Judd 2000).

Compared to the literature reviewed, which is the secondary method in the study, one of the main reasons why interviews were considered as the primary methodology to use in the study, was, interviews help create ideas that did not exist before. Through these interviews, notions that did not exist prior to the interviews were developed. In addition, interviews present the study with the opportunity to objectify the main theses, by going directly to the main source behind the study (Seidman 2013). By understanding how the managers felt, and comparing the data collected from all four, the study

came up with a complete picture of a workplace scenario. Statistical data collection helped in supplementing data collected from the interviews. Through the data collected, the study was able to identify exactly why the managers might have different views regarding their employees.

Reference:

REIS, H. T., & JUDD, C. M. (2000). Handbook of research methods in social and personality psychology. Cambridge, U. K., Cambridge University Press.

SEIDMAN, I. (2013). Interviewing as qualitative research: a guide for researchers in education and the social sciences. New York, Teachers College Press.