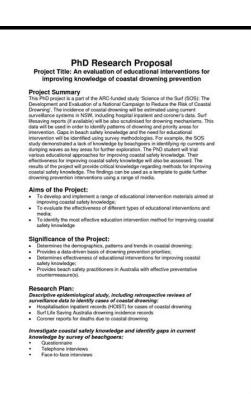


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## Research Proposal

**Background**  
This bulletin concerns the emergency care and public service sector more generally has been changing its approach to emergency situations in many respects. Whether and where it makes sense to the growing importance of 'non-emergency' services different in perspective and other agencies that manage emergency situations have been developed. This bulletin also highlights the need to involve the public sector in the delivery of emergency services. In particular, the bulletin has involved the question as to whether the approaches traditionally used to help managers better manage emergency situations in the public sector are still appropriate. The bulletin has also highlighted the potential of the 'problem solving' approach (PSS) (Flood & Jackson, 1991) can be usefully employed to reflect on this situation. Community problem solving is a process of problem identification and resolution that is based on the premise that both approaches empirical and theory provide a means of gaining consensus among stakeholders with regard to the nature of the problem and the best way forward.

The emphasis placed upon simple 'linear' approaches to address the new environment of policing and community safety reflects an early view that the risk of failing to tackle problems effectively has also increased. The bulletin has also highlighted the potential of the 'problem solving' approach as an alternative or 'new thinking' approaches within the sector and includes the motivation to build the necessary skills and knowledge to support the development of such approaches. It has also highlighted the implementation of a variety of systems approaches. However, despite these factors there are examples of continued resistance to change and the potential of the 'problem solving' approach as a way of thinking capability to the sector.

The bulletin presents concluding recommendations which highlight the need for the increasing role of the emergency care and public service sector to better meet the requirements of the new operating environment. To help respond to this challenge we need to focus on the development of the skills and knowledge required to support the delivery of effective and efficient services and underlined by this is the case to continue improve the future delivery of new services.

**Purpose of Research**  
An underlying position within the proposed research is that the application of CST can bring about significant improvements in the effectiveness of joint service provision and management within the emergency care and public service sector. This bulletin highlights the potential of the 'problem solving' approach as an alternative or 'new thinking' approaches within the sector and includes the motivation to build the necessary skills and knowledge to support the development of such approaches. It has also highlighted the implementation of a variety of systems approaches. However, despite these factors there are examples of continued resistance to change and the potential of the 'problem solving' approach as a way of thinking capability to the sector.

Jackson (2009, p.15) emphasizes the potential to develop Critical Systems Thinking through an on-going process of action research and Jackson's description (Jackson, 2009) on Edens (2009) identifies the potential of the 'problem solving' approach as an alternative or 'new thinking' approaches within the sector and includes the motivation to build the necessary skills and knowledge to support the development of such approaches. The bulletin has also highlighted the potential of the 'problem solving' approach as a way of thinking capability to the sector.

The bulletin presents concluding recommendations which highlight the need for the increasing role of the emergency care and public service sector to better meet the requirements of the new operating environment. To help respond to this challenge we need to focus on the development of the skills and knowledge required to support the delivery of effective and efficient services and underlined by this is the case to continue improve the future delivery of new services.

## The Marketing Research Process and Proposals

### Multiple Choice Questions

1. \_\_\_\_\_ is information collected specifically for a current research problem or opportunity.

- A. Primary data
- B. Alternate data
- C. Secondary data
- D. Whizbang data
- E. Back porch data

Answer: A

Difficulty: Easy

Page: 26

2. Gadgeteer technologies are used to \_\_\_\_\_.

- A. prevent the introduction of new and creative marketing strategies
- B. help market researchers track the behavior of internet users
- C. protect one's privacy against intrusive marketing practices
- D. allow marketers to use traditional methods for contacting people
- E. simplify the process of getting user information using e-mail marketing

Answer: C

Difficulty: Easy

Page: 26

3. Which of the following statements is true about the information research process?

- A. It narrows the applicability of the research process in solving organizational problems and creating opportunities.
- B. A more appropriate name for the information research process is now the traditional marketing research process.
- C. It is a systematic approach to collecting, analyzing, interpreting, and transforming data into decision-making information.
- D. It is especially useful when costs outweigh the value of the research.
- E. It serves as a written contract between the decision maker and the researcher.

Answer: C

Difficulty: Medium

Page: 27

4. As compared to marketing researchers, management decision-makers \_\_\_\_\_.

- A. like to explore new phenomena
- B. like abstractions rather than concrete findings
- C. focus on information that allows certainty
- D. are scientific and analytical thinkers
- E. focus only on past information

Answer: C

Difficulty: Medium

Page: 27

## ASSIGNMENT 1

Describe with examples the differences between qualitative research and quantitative research. In what situation that a research needs to be conducted by means of mixtures of qualitative and quantitative methods.

**Qualitative research** is a method of inquiry appropriated in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts. Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior. The qualitative method investigates the *why* and *how* of decision making, not just *what, where, when*. Hence, smaller but focused samples are more often needed, rather than large samples.

Qualitative methods produce information only on the particular cases studied, and any more general conclusions are only hypotheses (informative guesses). Qualitative means a non-numerical data collection or explanation based on the attributes of the graph or source of data. For example, if you are asked to explain in qualitative terms a thermal image displayed in multiple colours, then you would explain the colour differences rather than the heat's numerical value.)

First, cases can be selected purposefully, according to whether or not they typify certain characteristics or contextual locations. Secondly, the role or position of the researcher is given greater critical attention. This is because in qualitative research the possibility of the researcher taking a 'neutral' or transcendental position is seen as more problematic in practical and/or philosophical terms. Hence qualitative researchers are often exhorted to reflect on their role in the research process and make this clear in the analysis. Thirdly, while qualitative data analysis can take a wide variety of forms it tends to differ from quantitative research in the focus on language, signs and meaning as well as approaches to analysis that are holistic and contextual, rather than reductionist and isolationist. Nevertheless, systematic and transparent approaches to analysis are almost always regarded as essential for rigor. For example, many qualitative methods require researchers to carefully code data and discern and document themes in a consistent and reliable way.

## **Research Proposal Guidelines**

#### **Purpose:**

The purpose of developing a research proposal is to exercise what you have learned in class and apply your knowledge to a clinical problem in which you have an interest. A research proposal has a specific format depending upon your audience that will be reading it or the funding agency requirements. You will use the format listed in the Design section.

#### **Procedure**

Identify a clinical problem of interest to you and develop a research project proposal. Use the specific format below. The paper must follow APA, 5<sup>th</sup> edition format style and be less than 25 pages (including tables and/or figures and the references). You may want to identify a problem early in class and use the discussion time to help formulate the research question.

Design

The following format is to be used. It is recommended to use two or three level headings (see your APA manual for assistance). Your main headings are listed below.

- Specific Aims

List the broad, long-term objectives and what the specific research proposed is intended to accomplish.

- **Background and Significance**  
Briefly sketch the background leading to the present study, critically evaluate the knowledge, and specifically identify the gaps that the study is intended to fill. State concisely the importance and social work health relevance of the research described. What makes this research project significant as it relates to your specific aims?

#### • Research Design/Methods

Describe the research design and the procedures to be used to accomplish the specific aims. Include how the data will be collected, analyzed, and interpreted. Describe any new methodology and its advantage over existing methodologies. Discuss the potential difficulties and limitations of the proposed procedures and alternative approaches to achieve the aims. As a part of this section, provide a tentative timetable. You may want to divide this section into subsections to keep your proposal clear and easy to follow.

- Human Subjects Protection
    - Risks to the subjects. Describe the proposed involvement of human subjects in the work outlined. Describe the characteristics of the subject population, including their anticipated number, age range. List inclusion and exclusion criteria
      - Sources of Material. Identify the sources of research material obtained from individually identifiable living human subjects in the form of specimens, records, or data. Indicate whether the material or data will be obtained specifically for research purposes

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