

How to Utilise the Research Onion Methodology



Is Cancel Culture the New Modern-Day Witch Trails?
(with reference to moral panic and conspiracy theory).



Figure 1: Salem Witch Trails

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Looking Through a Film Lens:
Feminist and Queer Edition



JUST ANOTHER
FEMINIST FILM CRITIC

Jess Whitaker - Module: Theories and Methods - Research Proposal Presentation



A Research Proposal by
Jess Whitaker

THE
NORTHERN
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JUST ANOTHER
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PAD
Perspectives in Art and Design

Looking Through a Film Lens:
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Research Methodology

With any formal piece of academic research (dissertation, thesis, journal or article), you'll find a research methodology chapter or section.

A research methodology covers many aspects such as,

- What type of data to collect (qualitative or quantitative data)
- Who to collect it from (the sampling strategy)
- How to collect it (the data collection method)
- How to analyse it (the data analysis methods)

A research methodology refers to the “how” of a research study. More specifically, it's about how a researcher systematically designs their study to ensure valid and reliable results that address the research aims, objectives and research question.

A good research methodology chapter not only explains what methodological choices were made but also explains why they were made. The methodology chapter should justify design choices, showing that the chosen methods and techniques are the best fit for the research aims, objectives and research questions.

What is the Research Onion?

Saunders' (2007) research onion describes the different decisions you'll need to make when developing a research methodology. As you work from the outside of the onion inwards, you'll face a range of choices that progress from philosophical to practical.

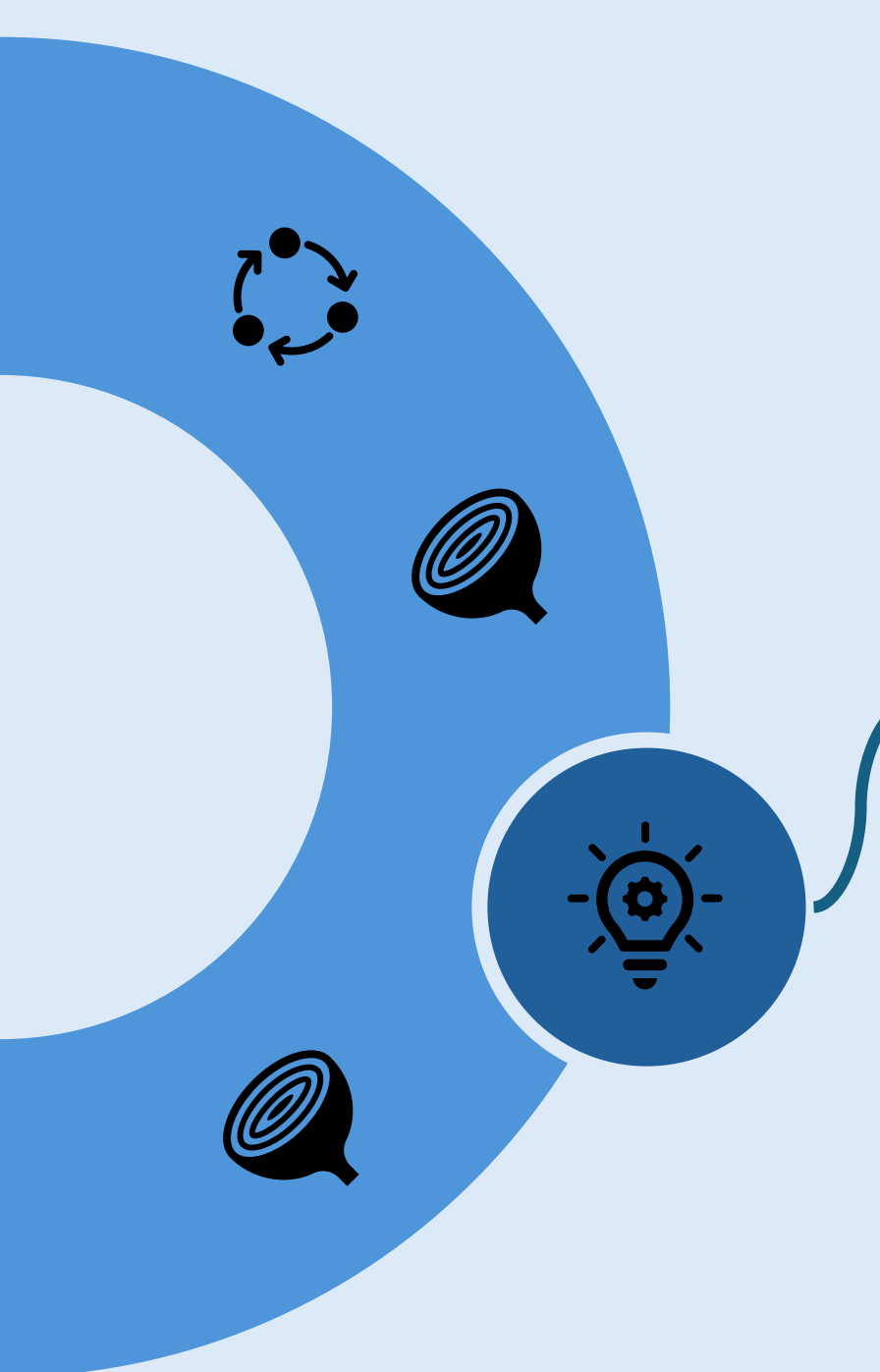
The research onion structure can also mimic the general structure of a methodology chapter.

While Saunders' research onion is not perfect, it's a useful tool for thinking holistically about methodology. At a minimum, it helps understand what decisions need making in terms of research design and methodology.

The onion is made up of six layers, which you peel back one at a time:

- Research philosophy
- Research approach
- Research strategy
- Choices
- Time horizon
- Techniques & procedures



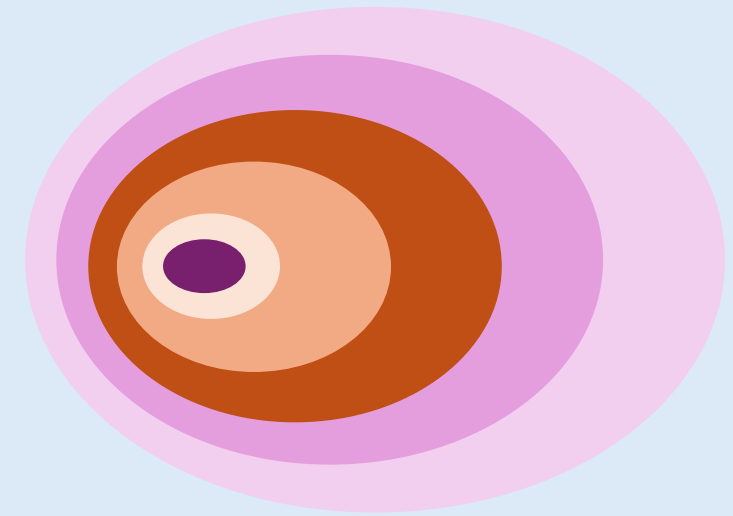


The Research Onion Layers

Research philosophy

The research philosophy is the foundation of any study, it describes the set of beliefs the research is built upon. There are three main research philosophies that operate on different ontological and epistemological assumptions:

- Positivism
- Interpretivism
- Pragmatism
- Realism
- Objectivism
- Subjectivism
- Functionalism
- Radical humanism
- Radical structuralism



- Research philosophy
- Research approach
- Research strategy
- Choices
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Examples of the Research Onion within my own Research



Research philosophy

Research strategy

Time horizon

Research approach

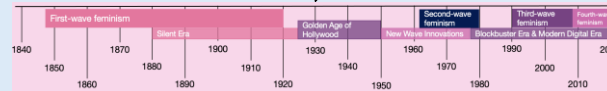
Choices

Techniques & Procedures

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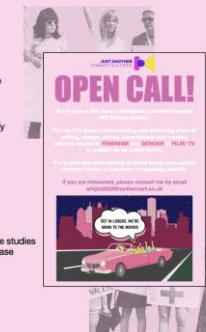
RESEARCH METHODOLOGY

For this module I will be using a mixed method approach of quantitative and qualitative research.

- Qualitative research will help the understanding of my topic in the 'real-world' to identify common themes and ideas in various texts.
- Open end surveys
- Open calls
- Interviews and conversations on the topic
- Reviews of literature (contributions)

Quantitative research will be the research I conduct into the theories, theorists and case studies found from the qualitative research. Observing if the assumptions of the theories and case studies has been 'correctly' tested.

- Close-ended surveys
- Questionnaires



For the collaboration and collection of work I wanted to find female perspectives on female topics important in past and present media. I started this journey by questioning why certain genres and elements within the film and TV industry have inaccurate and misleading representations of gender. Focusing this collection on my own idea of gender bleeding on screens, why within specific genres and narratives the portrayal of someone's gender are 'played upon' and misleading for an untrained audience. In this takeover the eleven pieces of work exhibited within this eleventh edition of PAD: Perspectives in Art and Design, exhibit and discuss themes of feminism, queerness, toxic masculinity, as well as the representation of mental health and disabilities (physical and mental). Looking at these themes through a feminist and queer theory-based lens. The collection of work curated together looks over the last 100 years of film, examining how women and gender have been portrayed within different time periods, film movements and genres, writing on the overall development of gender representation in film over the last century.

Theoretical Framework

Ideology

- Film movements
- Genre
- Feminism
- Representation of gender

Exploring how women and gender have been represented through film movements, and the genres within them.

Looking at the research through a feminist and queer theory-based lens.

Existing Theoretical Knowledge

Steve Neale, genres all contain instances of repetition and difference.

David Gauntlett, to what extent does the media influence our identity?

Van Zoonen, the media constructs, represents, and reproduces gender norms.

bell hook, race, class, capitalism, and gender function together as interdependent power-structures.



Identify the Variables

Of the theories, case studies and historical factors. Found through the research methodologies.

Organise & Interpret the Data

The final product that will identify and reflect on the research objectives.

