

PLANING ACTION RESEARCH IN FIELDWORK

Fan WU (know as Echo)

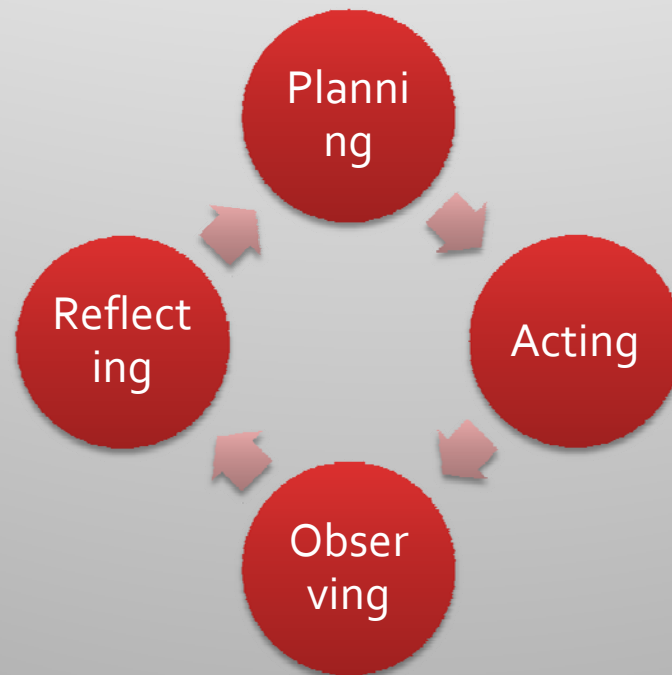
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What is action research?

Action research is “a comparative research on the conditions and effects of various forms of social action and research leading to social action” that uses “a spiral of steps, each of which is composed of a circle of planning, action and fact-finding about the result of the action”.



Action-reflection cycle (Kurt Lewin)

What is action research?

- Action research is 'a term for describing a spectrum of activities that focus on research, planning, theorising, learning and development. It describes a continuous process of research and learning in the researcher's long-term relationship with a problem' (Cunningham 1993, p.4)
- Shift from 'external' to give accounts of their own activities
- Participation action researchers focus on participation and empowerment.
- Action research is a process of analysis, fact-finding, conceptualization, planning, execution, and then more fact finding or evaluation, all followed by a repetition of the same pattern. (Sanford, 1981)

How does it link to my research?

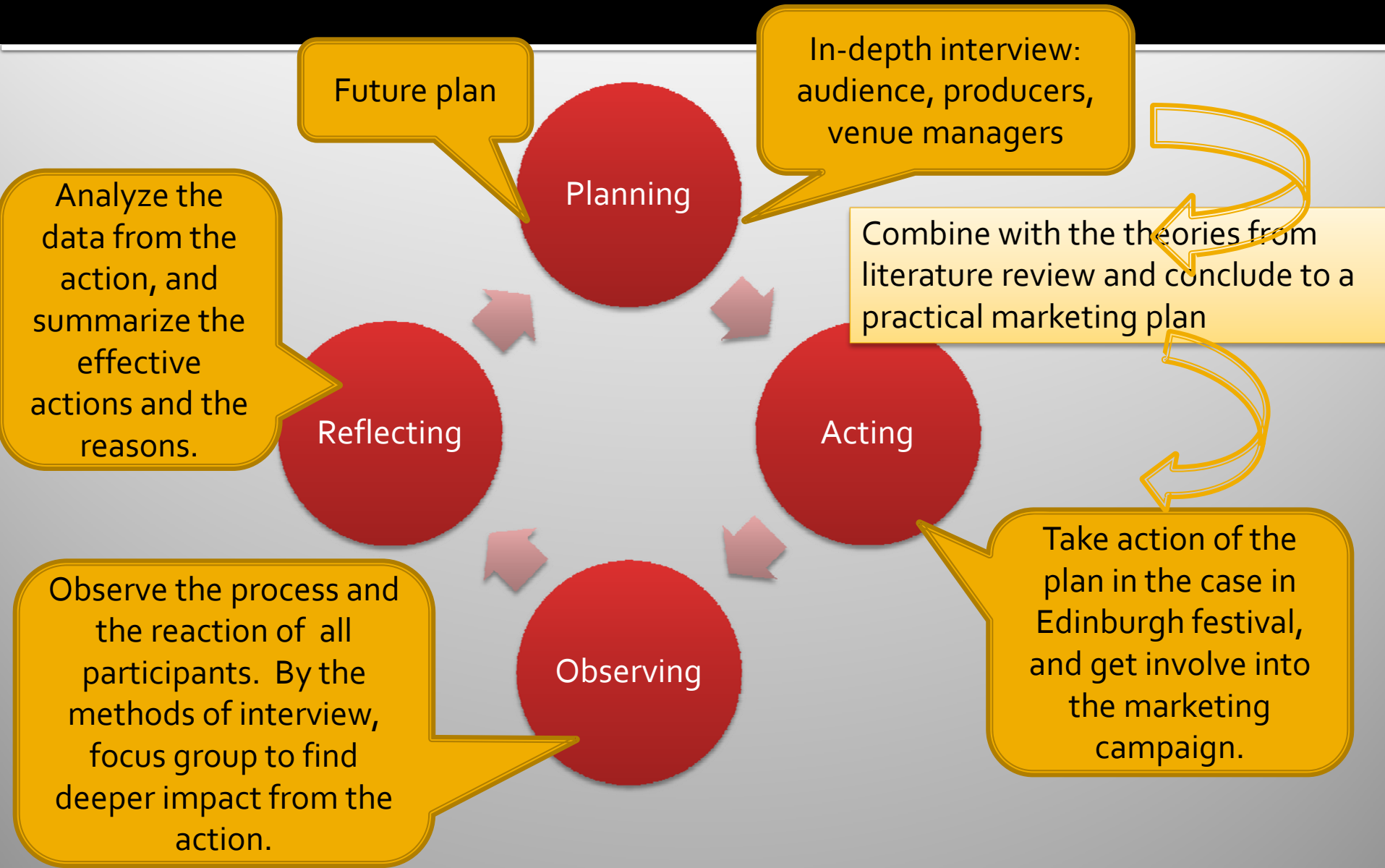
- Action research methods can be used to spur action; to address personal functioning, human relations and morale; focus on job analysis; guide organizational change, planning and policy making; create innovation; solve problems; or develop theoretical knowledge. (Cohen and Manion, 1990)



The marriage between theory and action could produce informed, improved behaviour and encourage social change (Oja and Smylyan, 1989)

- The research topic of this thesis: to find a better marketing for the contemporary Chinese theatre to promote itself in the Western world.

Research design



Potential Risks

- Cannot find a good case;
- The cases do not want me to get involve;
- Cannot find interviewee;
- During the acting, things come out of control;
- Forget to record the interview;
- Data does not support literature assumptions;
- Etc.

References

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