

mentor?

## **Research Design**

## Generic qualitative study

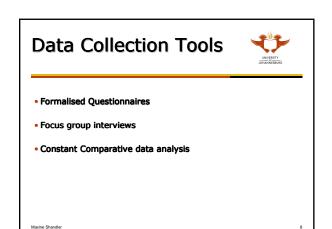
- According to Merriam (2002), focuses on understanding: how people interpret their experiences;
- · how they construct their worlds;
- what meaning they attribute to their experiences by drawing on various qualitative methodologies but not focusing the study through the lens of a known methodology.

This study aims to discover how faculty lecturers have interpreted their experience of the materials development process.

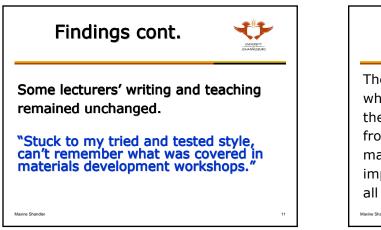
Purposeful sampling

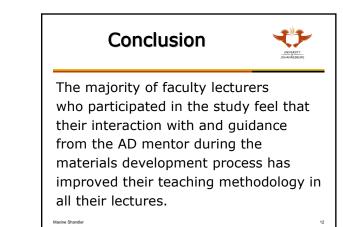
Questionnaires - 30 faculty lecturers (materials developers), 24 responded; Focus Group Interviews - 5 lecturers invited – 2 no experience, 3 had. 2 -Management, 1 - EFS, 1 - Engineering and 1 - Science Faculty.

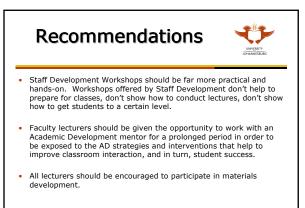
Maxine Shandle











Maxine Shandler