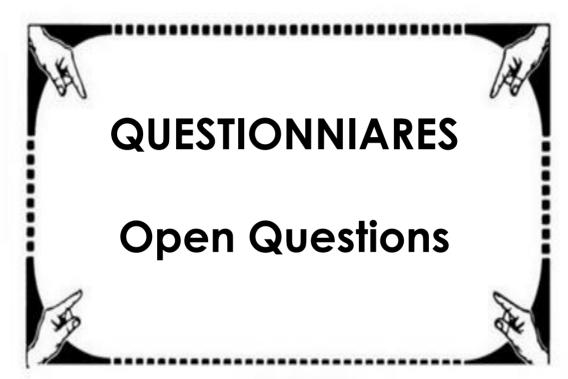
RESEARCH **METHOD** QUADRANTS



A open question questionnaire is a document that is handed to a participant to complete alone and the questions allow them to explain their responses.

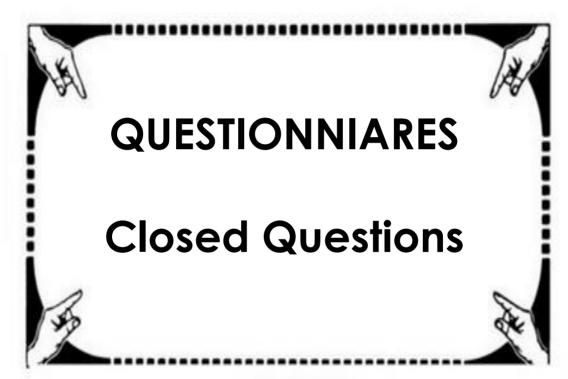
EXAMPLE STUDIES

 Venkatesh 2011: Gang Leader for a day - Started with open questionnaire but switched to observation when it was clear the gang members wouldn't answer the questions.

STRENGTHS

- Cheap
- QuickEasy
- Anonymous
- Confidential
- Detailed in depth dataReliable
- Access Large Samples

- Low response rates
- Misunderstanding of the question
- Difficult to analyse
 The respondent may not be the intended participant.
- Right Answerism



A closed question questionnaire is a document that is handed to a participant to complete alone and the questions provide a selection of responses to choose from or a Likert scale.

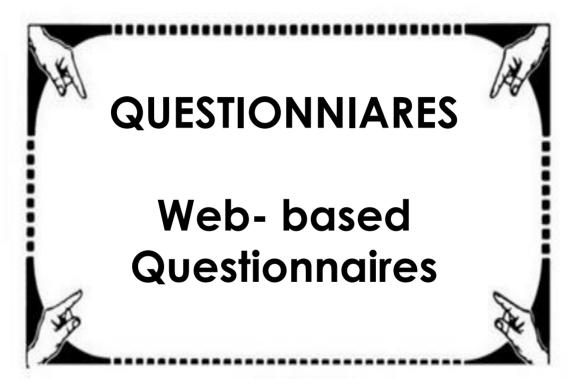
EXAMPLE STUDIES

- Crime Survey of England and Wales – Annual survey asking about experiences of crime in the last 12 months.
- Connor and Dewson 2001: Social class & Higher Education.

STRENGTHS

- Cheap
- QuickEasy
- Anonymous
- Confidential
- Reliable
- Access Large Samples
- Easy to analyse

- Low response rates
- Misunderstanding of the question
- Lacks validity (depth)
- The respondent may not be the intended participant.
- Right Answerism



These are questionnaires that are sent out via the internet possibly using services such as Google Forms or Survey Monkey. Can be a mixture of open and closed questions.

EXAMPLE STUDIES

STRENGTHS

- Cheap
 Quick
- Easy
- Anonymous
- Confidential
- Reliable
 Access Large Sample
- Access Large SamplesEasy to analyse

- Low response rates due to email going to junk mail.
- Misunderstanding of the question.



These are questionnaires that are sent out via the Postal Service.

Can be a mixture of open and

closed questions.

EXAMPLE STUDIES

STRENGTHS

- Easy
- Anonymous Confidential
- Reliable
- Access Large Samples

- Low response rates due to being considered to junk mail.
- Expensive for postage and freepost returns.
- Time consuming waiting for the postal service.
 Misunderstanding of the
- Misunderstanding of the question.



A conversation between to people where the questions have be set in advance and are not deviated from.

Effectively a face-to-face questionnaire.

EXAMPLE STUDIES

- Halsey, Heath and Ridge 1980:
 Origins and Destinations
- Willmott and Young 1962 Families in the East End
- Peter Townsend 1979 Poverty and Social Exclusion

STRENGTHS

- Researcher is present to explain the questions.
 Reliable
- High response rate
- Builds a rapport so can help with sensitive topics.

- Inflexibility
- Researcher Effect (Demand Characteristics & social Desirability)
- Time Consuming
- Expensive to train interviewers
 - Not Anonymous



A conversation between to people where the questions have be set in advance but the researcher is able to deviate from them in response to the participants answers.

EXAMPLE STUDIES

- Dobash and Dobash 1979 Violence against wives.

 Anne Oakley 1974 The sociology of
- Anne Oakley 1974 The sociology of Housework
- Archer, Halsall & Hollingworht 2007 -Class, gender, (hetero) sexuality, and schooling: working-class girls' engagement with education and post-16

STRENGTHS

- Researcher is present to explain the questions.
- The questionsFlexibility
- Increased depth of data
- Verstehen

LIMITIATIONS

aspirations

- Lacks reliability
- Researcher Effect (Demand Characteristics & social Desirability)
- Time Consuming
- Expensive to train interviewers
- Not Anonymous



A conversation between to people where the initial question maybe set but all subsequent questions are based on the responses from the participant.

EXAMPLE STUDIES

- Pat Carlen 1988 Class and Gender Deals
- Fiona Devine 1992 How closeknit are kinship ties?
- Howard Becker 1971 Teacher Labelling

STRENGTHS

- Researcher is present to explain the questions.
 Flexibility
- Increased depth of data
- Verstehen

- Lacks reliability
- Researcher Effect (Demand Characteristics & social Desirability)
 - Time Consuming
- Expensive to train interviewers
 - Not Anonymous



Where the researcher interviews several people in one sitting.

Can be structured or unstructured.

EXAMPLE STUDIES

Paul Willis 1977 – Learning to Labour

STRENGTHS

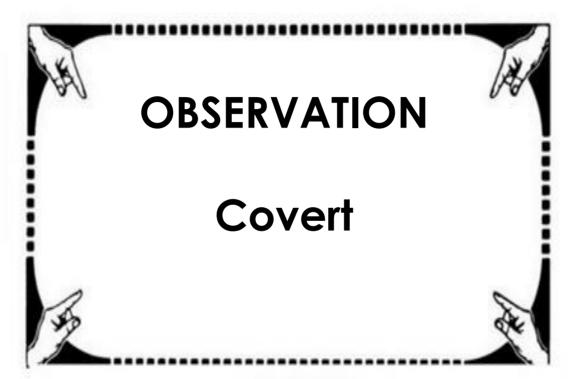
- Researcher is present to explain the questions.
- Good to use when researching children.
 Increased depth of data
- Increased depth of data
 Participants can bounce off each other
- Verstehen

LIMITIATIONS

- Lacks reliability
- Researcher Effect (Demand Characteristics & social Desirability)
- Peer Group PressuresTime Consuming

Not Anonymous

Expensive to train interviewers



Where the researcher goes under cover and the people being observed are not aware of it.

Can be participant or nonparticipant.

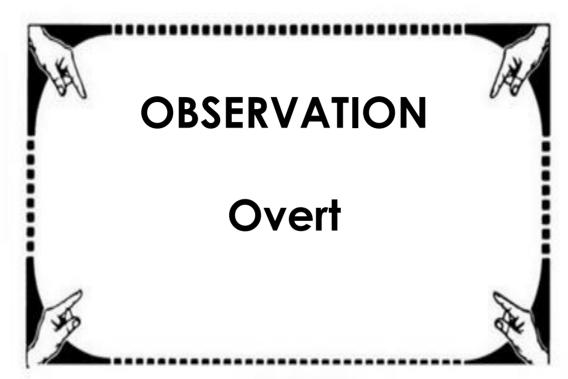
EXAMPLE STUDIES

- Laud Humphreys 1970 / 1975 The Tearoom Trade
- Hobbs 1988 Police Attitudes
- "Patrick" 1973 A Glasgow gang observed

STRENGTHS

- Lack of researcher effect.
- Rich detailed data
- High validity as doesn't disturb day to day life of participants
- Access to secret/unconscious behaviour of the group

- Lacks reliability
- Breach of PrivacyLack of informed consent
- Lack of informed consentSubjective
- Time Consuming
- Hard to gain access
- Hard to gain accessSmall Sample



Where the researcher makes the participants aware that they are being observed.

Can be participant or nonparticipant.

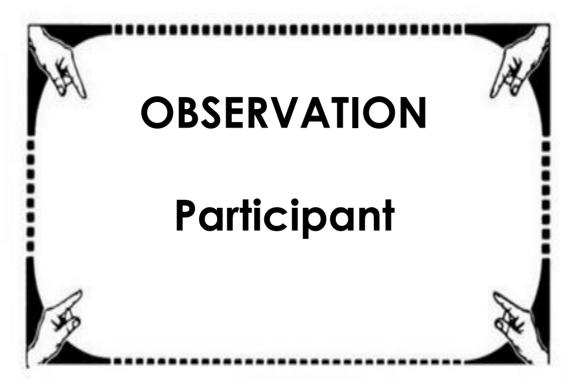
EXAMPLE STUDIES

- Venkatesh 2011 Gang Leader for a day
- Harareaves 1967 Settina and Streaming
- **Eileen Barker 1984** The Moonies

STRENGTHS

- Rich detailed data
- High validity as doesn't disturb day to day life of participants Informed consent can be
- gained
- Researcher doesn't have to fit in with the group. Objectivity

- Lacks reliability
- Researcher Effects Hawthorne **Effect**
 - Time Consuming
- Small Sample
- Not generalizable



Where the researcher plays an active role in the group they are researching. They become part of the aroup.

Can be overt or covert.

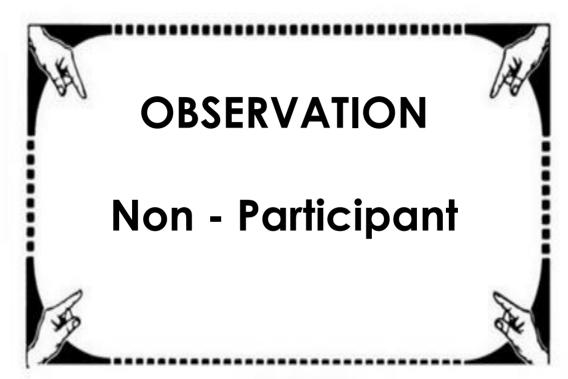
FXAMPLE STUDIES

- Bill Whyte 1955 Street Corner Society
- Paul Willis 1977 Learning to Labour
- Simon Holdaway 1983 Inside the British Police

STRENGTHS

- Rich detailed data
- High validity as the research experiences the life of the group.
- Verstehen achieved
- Builds rapport and trust
- Flexibility

- Lacks reliability
- Researcher Effects just by being present the researcher can change the dynamic of the group.
- Time Consumina
- Small Sample Not generalizable



When the researcher simply watches the group without taking an active part in the activities of the group.

Can be overt or covert.

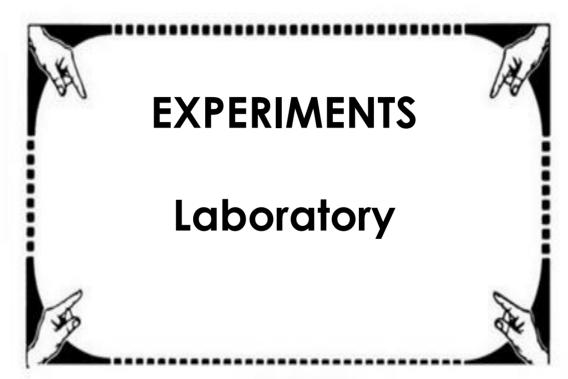
FXAMPLE STUDIES

- Atkinson 1978 Coroners Inquests into Suicide
- Smith and Grev 1983 London Metropolitan police
- Gilborn 1990 Race Ethnicity and Education

STRENGTHS

- Rich detailed data
- High validity as the research experiences the life of the group.
- Verstehen achieved
- Builds rapport and trust
- Flexibility

- Lacks reliability
- Researcher Effects just by being present the researcher can change the dynamic of the group.
- Time Consumina
- Small Sample Not generalizable



When the research takes place in an artificial setting and the variables are manipulated by the researcher

EXAMPLE STUDIES

- Milgram 1963 Study of Obedience
- Harvey & Slatin 1976 Teacher Expectations & Social Class
- Charkin 1975 Teacher Labelling

STRENGTHS

- High Reliability
- Can establish cause and effect
- Informed Consent is gained.
- Easy to analyse the data

LIMITIATIONS

controlled

- Artificial environment
- Small Sample size
 Impractical for some six
- Impractical for some situationsNot all variables can be

.



When the research takes place in a natural setting but the researcher is manipulating the variables.

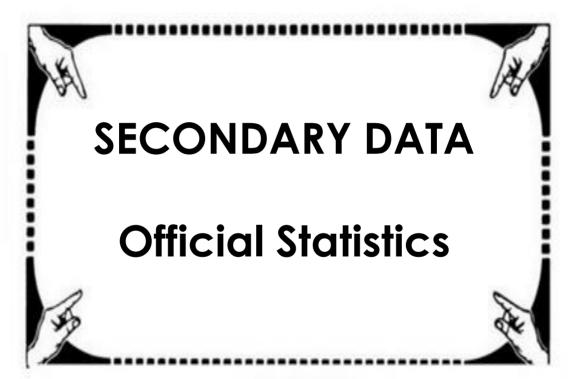
EXAMPLE STUDIES

- **Rosenthal and Jacobson 1966 –**Pygmalion in the classroom
- Bandura 1962 Social Learning through imitation.

STRENGTHS

- External Validity compared to Lab Experiments.
- Large Scale
- Reliability
- Can establish cause and effect.

- Impractical for some situations
- Not all variables can be controlled
- Experimental Effect
- Access Problems
- Can have deception and Harm



Quantitative data that comes from governments and their agencies.

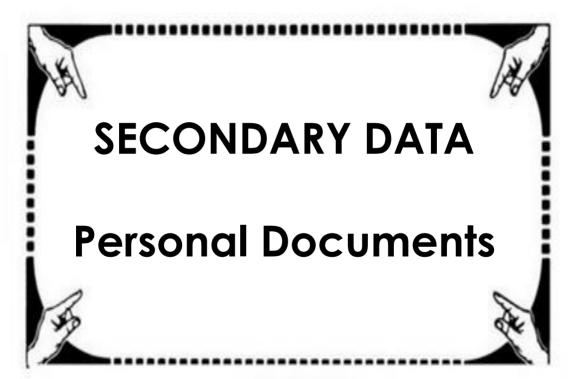
EXAMPLE

- Official Crime Rate
- Census
- Exam Results
- Demographic Data

STRENGTHS

- Reliability
- Easy to AccessCheap
- Up to date data
- Can be used comparatively.
- Allows researchers to see correlations.

- Definitions may differ between sociologists and those compiling the data.
- Tell us very little about the "why" behind the data.
- Socially constructed.



Personal documents consist of aualitative data that reflect an individuals or groups experiences, feelings attitudes and motives

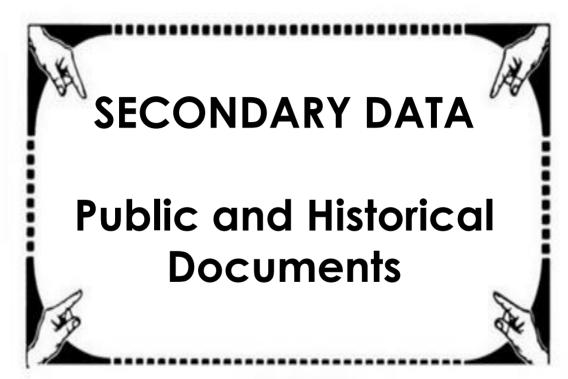
EXAMPLE

- **Diaries**
 - Letters
- **Memoirs**
- **Emails and Blogs**

STRENGTHS

- High validity (detailed)
- Ethnographic
- Cheap
- Easy to access

- Subjective
- Not representative
- Unreliable
- Lack validity due to being one persons experience.



Documents which are produced by government departments or state agencies as well as companies, charities and other organisations.

EXAMPLE

- Major government reports
- Media Reports
- Publicity materials
- Internet content
- Documents which report on specific activities (Hansard and Ofsted reports)

STRENGTHS

- Usually the product of standardised reliable research methods.
- Try to be objective
- Easy to access & cheap.
- Quick
- Avoids potential bias.

LIMITIATIONS

- Authenticity may be suspect.
- Difficult to verify contents
 Official decurrents might be
- Official documents might be censored.
 Documents might not exist for all
- areas of research.Subjective interpretations
- Subjective interpretations.No guarantee of reliability or

representativeness.