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| **QUESTIONNAIRES** | **Evaluation Points** | | **Ethical Issues** | **Process of Research** |
| **Strengths and Weaknesses** | | **Right to Withdraw**  *The participants must be able to drop out at any time.*  ☺ Can be overcome by researcher telling participants that they can leave research at any time.  **Informed Consent**  *The participants must be told about the research before they take part and give permission to take part*  ☺ Participants can sign a consent form at the start of research to say they are happy to take part and understand the conditions of the research.  **Vulnerable Groups**  *You have to protect vulnerable people such as children or the disabled.*  ☺ Gain consent from parents or guardians of vulnerable people, as well as the individuals themselves.  **Protection from Harm**  *Participants must not be harmed in anyway during research.*  ☺ Ensure participants leave the research in the same physical and psychological state they entered in  **Confidentiality and Anonymity**  *You have to ensure that when research is published you have kept people confidential and not used their real names to protect them.*  ☺Ensure that when research is published names are changed and data is kept on a password protected computer. |  |
| ✓ | 🗶 |
| |  |  | | --- | --- | | **Questionnaire** | A method which involves asking questions, usually in a written format. | | **Survey** | A type of questionnaire used for large scale research. | | **Self-Report** | The type of questionnaire where the respondent fills it out by themselves. It is normally posted to them. | | **Response rate** | The amount of responses you get back from participants. | | **Open Questions** | Questions where participants can write a free response. | | **Closed Questions** | Questions which have a set response, perhaps a YES or NO, a number or a position on a Likert scale. | | **Practical**  **Reliable**  **Generalisable** | **Validity**  **Rapport**  **Response Rate** |
| **Can gain response from a large number of participants. Data easy to analyse.** | **Can’t use with ppts who are illiterate or may not understand questions. It is easy to lie.** |
| **INTERVIEWS** | **✓** | **🗶** |
| |  |  | | --- | --- | | **Interview Schedule** | The list of questions a researcher asks their participants. | | **Structured Interviews** | Interviews where the interviewer sticks to the questions on the interview schedule only. A bit like a questionnaire. | | **Unstructured Interviews** | Interviews where the researcher has an idea of what they want to find out a bit, but not set questions. More like a conversation. | | **Semi-Structured Interviews** | The interviewer has a list of questions, but can go off topic if required to allow the participants to elaborate on points made. | | **Interviewer Bias** | When the characteristics of the researcher impact the answers given my participants. | | **Rapport** | Having/building a good relationship with participants. | | **Standardised** | Is the same for every single participant. This helps reliability. | | **Ethical**  **Response Rate**  **Valid (If unstructured)** | **Time consuming**  **Unreliable**  **Biased** |
| **Participants can open up if they want to and will give consent otherwise they wouldn’t be taking part.** | **The transcription of interview data takes a significant amount of time.** |
| **OBSERVATIONS** | **✓** | **🗶** |
| |  |  | | --- | --- | | **Observation** | A research method which involves watching social life as it happens in social groups’ natural environment and everyday life. | | **Overt Observation** | When you are honest with your participants and let them know you are watching them. | | **Covert Observation** | Observation where you go undercover, and participants are unaware you are watching them. | | **Participant Observation** | When you join in a groups life, and take part in activities as if you were one of them. | | **Non Participant Observation** | When you sit back and watch a group from a distance without getting involved. | | **Outsider groups** | Groups which are on the outside of society, like criminal groups. | | **Validity**  **Rapport**  **Triangulation** | **Unethical**  **Biased**  **Unreliable** |
| **When used with the other methods you can get brilliant data.** | **Practically and ethically very difficult.**  **Problems with subjectivity and ‘going native’.** | **Sampling** | |
| |  |  | | --- | --- | | **Random Sample** | Like picking names out of a hat, you have a sample made up of people who are chosen at random.  All participants have an equal chance of being selected. | | **Systematic Sample** | A sample which has a system. For example, you pick every 4th person on the sampling frame. | | **Quota Sample** | Like stratified sampling, that representative individuals are chosen out of  a specific subgroup to be in the sample. | | **Snowball Sample** | The method where you find one participant, and they bring along other participants  with them who are of the characteristics you need for your sample. | | **Opportunity Sample** | The sample where you use the people who are available at the time. | | |
| **Key Terms** |
| **Participant: Someone who takes part in research.**  **Quantitative Data: Data which has a numerical value and can be turned into statistics or put into graphs.**  **Qualitative Data: Data which is written in words. These may be attitudes, opinions or experiences expressed in a written format.** |
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