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| **Topic****Unit 2b: Sociological Methods – Module Map** This is a module map for you to use to keep a check on what we cover in class, to use in planning your revision and to check your understanding.  | **Covered in class** | **Notes & Revision materials** | **Self assessment (understanding)** |
| 1. **Strengths & weaknesses of Quantitative Methods and research design**
	* Quantitative methods
	* Qualitative methods
	* Primary methods of research
	* Secondary sources of data
	* Key concepts in research:
		1. Validity
		2. Reliability
		3. Representativeness
		4. Generalisability
		5. Correlation
		6. Qualitative data
		7. Quantitative data
	* Factors influencing research design
	* Stages in the research cycle
2. **Sources of data, methods; strengths & weaknesses of each.**
* Questionnaires & methods of delivery (e.g. postal, telephone)
* Interviews and style of interview
* Focus Groups
* Participant observation (covert/overt)
* Non Participant observation
* Experiment
* Secondary research
* Comparative research
* Case studies
* Triangulation and mixed methods
* Types of questions
	+ Closed
	+ Open
	+ Prompts
* Pilot studies
* Sampling:
	+ Random sampling:
		1. True random
		2. Systematic
		3. Stratified
		4. cluster
	+ Quota sampling
	+ Non representative sampling:
		1. Snowball
		2. theoretical
1. **Evaluating data:**
* Primary and secondary
* Evaluating secondary data
* Quantitative and Qualitative
* Representing results
1. **Positivism, Interpretivism and sociological methods – “Sociological Facts**
* How approach influences method
* The link between positivism and quantitative methods
* The link between interpretivism and qualitative methods
* Research process and social life – facts
1. **How theory, practical and ethical considerations influence topics and approach**
* Philosophical bias of the researcher
* Practical considerations
* Ethical issues - anonymity, confidentiality, harm
* The British Sociological associations guidelines
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