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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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