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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. |  |
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| **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** | **✓** | **🗶** |
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|  **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** | **✓** | **🗶** |
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| **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** |
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| **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.  |

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| **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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