Social Research as Practice (Yates, 2004):

- 5 stages:
  1. Reasoning behind project itself – in most cases, researchers are attempting to explore (or test) a new theory/social context
  2. Collecting of the information & evidence (‘data’)
  3. The researcher will explore/analyse the collected data
  4. The results of this exploration are interpreted, which involves linking them back to the ideas which formed the reasoning for the research
  5. These interpretations are presented back to a particular audience (written/published text).

Selecting research methods. There is no ‘one right’ direction to take.
- Each choice of research method brings with it a set of assumptions about the social world it investigates.
- Need to consider:
  - Ethics
  - Feasibility
  - Suitability
  - Paradigm

ETHICS in SOCIAL RESEARCH.

Ethics:
[basic definition]:
- Moral beliefs & rules about right & wrong (Collins Dictionary)
- Research ethics are ‘the … principles guiding research, from its inception through to completion & publication of results & beyond’ (ESRC, 2010:7)
[research ethics] provides guidelines for the responsible conduct of research.

Fundamental Principle: “the end do not justify the means in the pursuit of knowledge”

The types of research that need ethical approval:
- In general, research that involves data collection from or about living individuals.
- Ethics Committees will pay particular attention to any kinds of research that ‘involve more than minimal risk’:
  - Vulnerable groups;
  - Sensitive topics;
  - Carried out without the informed consent;
  - Use of confidential information about identifiable individuals;
  - Processes that might cause psychological stress, anxiety, humiliation;
  - Intrusive interventions (e.g. administration of drugs).
- Ethical considerations should be taken from recruitment to the publications of findings.