

- o The dependent variable is assumed to be caused by the independent variable.

4. Choose Research Method –

- Qualitative or Quantitative
- Survey, participant observation, experiment, unobtrusive measures

5. Collect data

- You must decide what population will be observed or questioned and then carefully select a sample. A sample is the people who are selected from the population to be studied.
- A representative sample is a selection from a larger population that has the characteristics of the whole population.
- Validity and reliability may be problems in research data.
 - o **Validity** is how well a studies research instrument accurately measures what it is supposed to measure.
 - o **Reliability** is how well the instrument gives consistent results when used with different people at one time or to the same people over time.

6. Analyze the data

- Analysis is the process through which data are organized so that comparisons can be made and conclusions drawn.
- SPSS (Computer program to compute statistics) Quantitative
- N VIVO (Computer program that looks at themes) Qualitative

7. Draw conclusions

- First step in drawing conclusions is to return to your hypothesis or research objective to clarify how the data relate both to the hypothesis and to the large issues being addressed.
 - o Note the limitations of the study (i.e. sample problems, influence over variables, variables that were unable to be measured).

8. Report Findings

- o The report includes a review of each step in the research process in order to make the study available for replication.
- o Replication is the ability for an outside source to investigate the study in the same way it was originally conducted.
- o Durkheim concluded that the suicide rate of a group is a social fact that cannot be explained in terms of the personality traits of individuals.

15. (27-28) **Qualitative Research Model** is more likely to be used when the research question does not easily lend itself to numbers and statistical methods. As compared to a quantitative model, a qualitative approach often involves a different type of research question and a smaller number of cases.

16. (28-30) **Research Methods** are techniques for systematically conducting research.

- A **Survey (Research)** is a poll in which the researcher gathers facts or attempts to determine the relationships among facts.
 - o The most widely used research method.
 - o Researchers select a representative sample (small group of respondents) from a larger population. Respondents are people who provide data for analysis through interviews or questionnaires.
 - o The data is collected by using Questionnaires, which are printed research instrument containing a series of items to which subjects respond.
 - Most common technique is the self administered questionnaire which is mailed to a respondent's home
 - o An **interview** is when an interviewer asks the respondent questions and records the answers.
 - A structured interview is one where the interviewer asks questions from a standardized questionnaire.
 - **Multivariate analysis** has more than two independent variables. (i.e. age, sex, income level, and other variables)
 - o **Inaccurate Recall** people don't remember the information required correctly
 - o **Social Desirability** will say the socially correct thing, rather than what they really believe is real.
 - o **Response set "biased"** – happens when people become tired of taking long surveys and just bubble in answers
- In **secondary analysis**, researchers use existing material and analyze data that were originally collected by others.
 - o Secondary analysis includes **content analysis** – the systematic examination of cultural artifacts. (books, diaries, poems, graffiti, movies, TV shows, advertisements etc. are all cultural artifacts)