

## Research Model

- 1) Selecting a topic
- 2) Defining the problem
- 3) Reviewing the literature
- 4) Formulating a hypothesis
- 5)
- 6) Collecting the data
- 7) Analyzing the results
- 8) Sharing the results

## 5) Choosing a Research Method

### - Analysis of Documents

Study of documents, recorded sources

- Books
- Newspapers
- Diaries
- Bank, police reports
- Immigration files
- Facebook
- Videos
- Audio recordings

### - Experiments

Allows us to determine cause and effect

### - Unobtrusive Measures

Recording of behaviour of people in public spaces

### - Surveys

Select a random sample

Can be stratified - ~~random~~ sample from selected subgroup

Ask neutral questions

Use open/closed ended questions

Establish rapport so people can answer as honestly as possible.

- Participant Observation (fieldwork)

A researcher participates in a research WHILE observing what's happening

- Case Studies

A deep investigation of a single event, situation or individual

- Secondary Analysis

Analysing data that's already been collected

## In Sociological Research:

### Gender - Can lead to Interviewer Bias

Participants shaping their response based on the gender of researcher

### Ethics - Protecting their subjects (privacy)

- Misleading their subjects to get answers to more private matters