

Table 1

method / design	define	main components	strengths	weakness	ethical issues	examples	examining quality	things to consider	misunderstandings
Case Studies	the in depth analysis of an example that either supports or contradicts a larger theory, phenomena or popular belief - chosen to illuminate	- not theoretical - no generalize - no hypo testing - contains bias - difficult to summarize critical case: clear hypo, unique: clinical, challenge pop hypo revealing: observe previously inaccessible material		- not generalizable			- Validity: how can single case be representative of many others?	-determining sample size not straight forward - inductive nature - ideographic nature	
triangulation	use series of methods/data collection techniques to cross-check or reconstruct a story					- use census data to plot neighbourhood change - interview development/key actors - analyze press reports and newspapers articles			
Focus Group	moderated discussion among small group of people - explore different views and perspectives - don't reach consensus just explore view	questions: - structured list or - set of questions/themes to interweave as opportunity arises selecting: - representative - homogeneity (e.g., women voters) vs. heterogeneity (e.g., all voters) - offer compensation for time running the group: - tape and/or take notes 1.) introduction, overview of topic, role of focus group and importance, explain structure of process - put participants at ease 2.) sign consent forms 3.) begin discussion role as facilitator: - create non threatening, comfortable environment - generate discussion - prepare to re-focus - ensure all topics are covered - be sure to probe vague or unexpected answers - impartial to interviewees conclude with brief summary, thanks ppl., opportunity for further input, describe how info will be used analyzing and recording - transcribing one hour tape = 4 hours - point made by theme? key quotes - decide how to distinguish identity of group member	- interaction among group members = comment trigger chain repose - easy to record data - more naturalistic than one-on-one interviews - identifying agreement across a group - gain insight into a group with something in common - uncovers attitudes, beliefs, feelings, emotional reactions, new ideas - identify discourse studied group uses to describe topic	- less naturalistic than observation - findings cannot be generalized - loses depth of perception from individual participants - confidentiality difficult (for sensitive material best to use personal interview)		Smoking in Pregnancy, Maggie Reid - studied prevalence of pregnant smokers in "deprived areas" Hard-to-reach group: generally group or community that is difficult to engage via traditional techniques - used here b/c : difficult to engage with disadvantaged area and identify pregnant smokers recruitment: a.) posters/ impersonal approach: no response! - put up in range of venues throughout appropriate for target group; nurseries, schools, libraries, etc - brief details of study, what participation would involve, contact details and compensation b.) opportunistic approach: better response! - catch people immediately after contact with a service - short time frame - only cover key areas - unpredictable sample size - personal, face to face approach better – reassure ability to answer questions and importance of information to research \	- 40-60 minutes - 5-10 people - accessible, neutral venue, convenient time - refreshments and name badges - group dynamic - dominate and reserved members - sensitive material bad: - no content for group discussion - uncomfortable participants, visible through body language - no record keeping good: - note taking for follow up and record - setting comfortable and professional tone - give context and importance of study - keep conversation on track - refreshments, name badges - organized - give outline of process - praise comments - ask to elaborate with open ended follow up questions/probing questions - keep track of time - highlight where information is going, anonymity - questions should be systematically prepared but with natural feel and flow - avoid closed questions - arrange topics in logical sequence (general -> more specific)		
Research Ethics	harm! both respondent and researcher vulnerable types of harm: - emotional - physical - career - retribution	Four Key Ethical Principles: 1.) Harm - to participants and researcher Types of harm: - physical - emotional - career - retribution - embarrassment - loss of faith, status, respect 2.) Informed consent: - deception commonly used and also a major concern - debriefing still enraged to minimize potential harm 3.) confidentiality: - not identifiable to peers or in published material 4.) Voluntary Participation: - subjects can choose when and how they participate and when they can stop participating			ethical perspectives 1.) moral universalism: - ethical principles are strong and must be abided by - rarely adhered to in ethnographic research 2.) Situational ethics: - tailored to specific situation - used more often - may lead to ethically questionable behaviour		Stanley Milgram Experiment on Obedience – 1960s – asked subjects to apply shock to a stranger in a laboratory setting at the instruction of a researcher Stanford Prison Experiment – examined human capacity to inflict harm when in positions of power		
content analysis	analysis of documents and text seeks to quantify content in terms of predetermined categories in a systematic and replicable manner - attention to explicit and implicit meaning presented in media, politics and other published work - gaining in popularity: 1. Computers make it easier 2. More media sources are online 3. Easy to carry out historical analysis of trends - quantitative description of discourse around topic	deductive research approach: 1. select category and code 2. begin study what is counted: words - how often certain words are used - use of language - pairing of words themes - latent content vs. manifest content - what is implied within the text, - who's to blame? discourse: - identify perspective of author - sympathetic, critical - how does their tone shape the issue	- transparency - enables longitudinal analysis - unobtrusive and accessible for students - understand difficult to assess social groups - flexible	pitfalls in coding: - requires systematic method for determining how content being reviewed - use coding schedule and manual - mutual exclusive - collectively exhaustive - clear instructions - clear unit of analysis - no subjectivity/ need reliability - only as goes as documents - require some form of interpretation especially of latent meaning - hypo question of document not specifically catered to own research		- cross national comparison of tv coverage of the Iraq war - understand perspectives being broadcasted via TV - focus on main topics in news - heroes, evaluation of actors' positions	-transparency in coding procedure so that person bias minimized - how data selected, coded and findings reported - reliability - similar analysis procedure produces similar results	1. easy - can be as simple or complicated as researcher chooses 2. applies to all studies of message content - only when analyzing a systematic framework for evaluating document contents 3.) anyone can do it - coders require training to ensure appropriately selected categories	
Semiotic Analysis	study of symbols and signs in everyday life - Semiotic analysis is used qualitatively in content analysis								
Hermeneutics	the idea that the analyst must seek to bring out the meaning of a text (communication) from the perspective of it's authors - interpretivist approach, sensitive to context and social history also qualitative						active vs passive readers: - do interpreters of content passively service meaning or actively create their own? - reliability - would another research yield the same results/meaning of the content?		
Historical Analysis									
Ethnography	- immersed in social setting for extended period of time - develops understanding of culture and people's behaviour from within - may gather further data through document and interviews – especially on matters not directly observable	- identify target group - offer to provide final report - emphasis on participants as collaborators rather than resources - negotiate limits on access complete participant : fully functioning member of group, identity unknown (covert) participant as observer: fully functioning member of group but members aware of researcher's identity (overt) observer as participant: interviewer with little participation (interview/focus group) complete observer: no interaction with researcher and participants (survey)	- detailed account of setting	- difficult to generalize Access - how to gain in setting most important but most difficult open setting: public (malls, nightclubs, park) - anyone can gain access not necessarily wary to access people closed setting: private/restricted; organizations - firms, schools, cults	- researcher and participant safety - informed consent and voluntary participation - power imbalances between research and participants - participation in illegal activities - risk of encouraging certain activities	"floating city": controversy in note taking, take many notes - must recollect own thoughts, rewrite over again to ensure reliability - fact checking from indented sources and editors - did not read back research to participants, no feedback - looked within self as researcher understand own relationships and experiences also form of data - claimed that by studying only a few people in depth able to discover universal traits of the human condition - subjectivity of work, inherent in kind of work due to "going native" and immersing self in work	field notes: - detailed - outline during the day and detailed at night - tape recorder may be impractical but may be helpful - also takes long to transcribe		
overt	informs subjects of ethical policy and gives complete disclosure -preferred approach		- extremely reduces ethical concerns	- may lead to uncomfortable or even violent reaction - true behaviour could be covered due to shame, secrecy, legal issues or knowledge of being studied					
covert	- infiltrate group without informing of research - often necessary in ethnography		- easier to gain access - no need for special or specific permission to gain entry - behaviour of subjects less likely to change - less likely to have a negative reaction	- difficulty in taking notes without revealing identity but also crucial to maintain credibility - unable to use other methods such as interviews and steering conversations in a certain direction can be risky - anxiety about being discovered could jeopardize study and even dangerous - ethical concerns about deception and invasion of privacy - often criticized as unethical and unprofessional					
failed research	where can research go wrong: conceptualization: inappropriate assumptions not supported by previous research or theory - question too narrow or broad - already done - too obvious funding: overstate capabilities, underestimate time and challenges research design and methods: inappropriately selected to answer questions surveying: impossible to reach target group - more time consuming than expected - incorrect sampling approach write up: written findings don't match actual findings ethics research: approach turns out to be unethical or perceived by community as such	1.) lack of planning - PILOT! - appreciate difference between face to face online 2.) cultural ignorance							

