

Case Study

The study of the particularity and complexity of a single case.

Case may be an organization, social group, community, family

Typical Problems in sampling frames

1. Incomplete frames-units are missing from list
2. cluster of elements-listed in clusters rather than individually-city blocks
3. blank foreign elements-listing is outdated

Types of Survey Designs

Mail survey, phone survey, in-person interview, electronic survey and group survey

Types of Questions

Close-ended questions

Open-ended questions

Contingency questions

Telephone survey

Interviewers question respondents over the phone and then record respondent's answers

CATI-computer –assisted telephone interviews
,questionnaire is programmed into the computer

Short surveys,no longer than 30 mins,telemarketers
and answering machines are problems

Systematic observation

Uses explicit rules that standardize coding practices across observers. Develop a standard form on which to record variations in the observed setting.

Would you use schedule
structure nonschedule structured
or nonscheduled interview to

Study drug users, rock musicians
or prostitutes? Defend the logic of
your choice

Stages in naturalistic research

Problem formulation 2. entrée and access 3. data collection –observation, interview 4 data analysis-grounded theory 5. confirmation-of hypotheses derived and categories defined 6. report and 7. exit –submit to people studied as a final check on how researcher maintained confidentiality

Saturation point

The point at which subject selection is ended in intensive interviewing when new interviews seem to yield little additional information.

As new issues are uncovered, additional interviewees may be added

Sample size

Sample size be a regular proportion often put at 5 percent of the population, sample should total about 2,000 any increase in the sample size will increase the precision of sample results, no such rule of thumb practice is adequate. Size of sample is properly estimated by deciding what level of accuracy is required how large an error is accepted- standard error, confidence level confidence interval. Sample of 30 too small for most inferential statistical analyses.

Response set

The tendency to answer all questions in a specific direction regardless of the questions' content. Change question format or vary response categories content.

Response rate

The number of people participating in a survey divided by the number selected in the sample in form of a percentage

Called completion rate or return rate-the percentage of questionnaires sent out that are returned

Respondent

A person who provides data for analysis by responding to a survey questionnaire

Rapport

An open and trusting relationship
between researchers and the
people they are observing.

questionnaire

The survey instrument containing
the questions in a self-
administered survey

Question format

Matrix format-a number of questions with identical answer categories are set up so that the answer categories are all lined up on the page

Question format

Card sort-involves having respondents sort items which appear on individual cards into one of seven boxes depending on the extent to which they agree or disagree with a statement

Quest Const

2. Threatening question- usually deals with private personal feelings or behavior and tend to make respondents uncomfortable, respondents report feelings in socially desirable way

Qualitative Researchers

Must observe keenly
take notes systematically

Question respondents strategically

Prepare to spend more time and invest more of their
whole selves than often occurs with experiments and
surveys

Qualitative Research

Refers to the usual forms of the data-
words, pictures and graphs rather than
numbers and statistics.

Qualitative research

Observing, participating, listening

Called naturalistic research-aim is to understand the persons involved their behavior and perceptions and the influence of the physical, social and psychological environment or CONTEXT on them.

Researcher describes them and interprets their actions for the reader

Qualitative methods

Methods such as participant observation, intensive interviewing and focus groups that are designed to capture social life as participants experience it rather than in categories predetermined by the researcher

Data that are treated as qualitative are mostly written or spoken words or observation that do not have a direct numerical interpretation
Goal is to develop an authentic understanding of a social process or social setting.

Inductive research-begins with specific data, which are then used to develop / induce a general explanation (a theory) to account for the data

Actor's point of view, subjective,

Interpretivism- social reality is socially constructed, understand what meaning people give to reality, there is no concrete, objective reality that scientific methods help us to understand

Theory building-grounded theory-start with data analyze patterns, themes

Depth and complexity meaning, convenience samples, special populations, supported by cultural elites such as foundations-Ford, Spencer
Examples are ethnography, in-depth interviews, conversational analysis

Pitfalls in Questionnaire Construction

1. Leading question-worded in such a way that a respondent thinks a particular answer is expected

Participatory action research (PAR)

The people being studied are given control over the purpose and procedures of the research

Researchers are not superior to those they study ex-Xerox corporation is a case study.

Open-ended questions

Allow respondents to answer in their own words, harder to code and analyze

Oder the questions

Questions should be sorted into broad thematic categories which become sections –e.g. social background, health and well-being, work and employment

First question should be interesting, easy , and should apply to everyone in the sample

Note taking

Jottings-brief notes written in the field about highlights of an observation period. Serve as memory joggers when writing the actual field notes

Mail survey

Is conducted by mailing a questionnaire to respondents, who then administer the survey themselves.

Key informant

An insider who is willing to provide a field researcher with superior access and information, including answers to questions that arise in the course of the research

Inverted funnel sequence

Narrower questions are followed by broader ones. Ex How many people were killed in tornado? In general, how well do you think rescue carried out?

Interview schedule

The survey instrument containing the questions asked by the interviewer in an in-person or phone survey

Intensive interview

Begins with a few simple questions that gather background information and build rapport.

Grand tour questions that are meant to elicit lengthy narratives ,free to follow data where they lead

Intensive depth interviewing

Involves open-ended, relatively unstructured questioning in which the interviewer seeks in depth information on the interviewee's feelings, experiences and perceptions

Institutional ethnography

Technique in which the personal experience of individuals are used to reveal power relationships and other characteristics of the institution in which they operate-hospitals, schools, corporations

Khayatt 1995 study of compulsory heterosexuality in schools interviewed students, teachers, administrators

In-Person Interviews

Face-to-face social interaction between interviewer and respondent

Computer –assisted personal interviewing (CAPI) - interviewer carries a laptop computer that is programmed to display interview questions and process the responses the interviewer types

In small scale studies sampling frames

Maybe based on telephone
directories, city directories,
membership lists

Group Administered Surveys

Is completed by individual respondents assembled in a group

Cover letter

Standard introductory statement read to group show appreciation , describe steps of survey, survey is not a test
For confidentiality respondent should be given an envelope in which to seal their questionnaire after it is completed

Gate keeper

A person in a field setting who can grant researchers access to the setting.

Funnel sequence

Each successive question is related to the previous question and has a progressively narrow scope.

Ex what do you think are pressing problems facing nation: Of all problems which do you think is most important?

Focus Group

Involves unstructured group interviews in which the focus group leader actively encourages discussion among participants on the topics of interest.

Field study

Suggests that data are collected in the native habitat of the subjects rather than in the academic environment of the laboratory scientist.

Field researcher

A researcher who uses qualitative methods to conduct research in the field.

Field research

Research in which natural social processes are studied as they happen and left relatively undisturbed.

Field notes

Notes that describe what has been observed, heard, or experienced in a participant observation study. Notes are usually written after the observational session, immediately afterward or at least within the next 24 hours and before they are discussed with anyone else.

Field notes

Must be complete, detailed and true as possible to what was observed and heard. Direct quotes should be distinguished clearly from paraphrased quotes and both should be set off from the researcher's observations and reflections. Pauses and interruptions should be indicated.

Ethnomethodology

Focuses on the discovery of implicit usually unspoken assumptions and agreements, often involves the intentional breaking of agreements as a way of revealing their existence.

Breaching experiments, break the rules so that people's taken-for-granted expectations become obvious

Ethnography

A report on social life that focuses on detailed and accurate description rather than explanation.

Emancipatory research

Conducted for the purpose of benefiting
disadvantaged groups

Work with welfare recipients, community
attempt to lock demolition of Hotel Aggie in
Davis, Calif

Electronic Surveys

Email surveys-can be sent as messages to respondent email addresses.Respondent then mark their answers in the message and send them back to the researcher.

Web surveys- are designed on a server controlled by the researcher;respondents are then asked to visit the Web site and respond to the Web questionnaire by checking answers.

They are becoming the more popular form of internet surveys because so flexible. Pictures and audio can be added, pull down menus

Double negative

Has two negatives in the question

Do you disagree that there should
not be a tax increase?

Cover letter for a mail questionnaire

1. credible-conducted by credible, unbiased authority-university or governmental agency
2. personalized-Dear John, signature in blue ball point pen
3. interesting-try to interest the respondent in your study
4. responsible-confidentiality voluntary participation, include a phone number to call if respondent has questions, enclose a token incentive a \$5 seem best incentive, include a stamped, self-addressed envelope or use first class not bulk rate postage

Contingency questions

Are asked only of a subset of the respondents as determined by their responses to a preceding filter question.

Content of Questions

Factual-elicite objective information

Opinion-elicite respondent's
expression of underlying attitude

Close-ended questions

Present a set of answers from which the respondent is asked to select one or more responses, list is provided by researcher-simple and straight forward

Verstehen

From German to understand

Sympathetic understanding

Developing empathic understanding