

Types of research Methods

Participant observation: requires that a researcher participate in a social event that is a part of a specific culture; the goal is to be involved in the culture like a member of that society

Non-participant observation: researcher enters the society but has limited interaction with the people observed ; bias can result from researcher's opinion

ethnographic method: systematic approach using a broad to narrow approach; observation-->non-participant -->participant

comparative method: uses more quantitative data; compares cultures to one another looking for patterns, similarities, and differences

triangulation method: combining methods to investigate a single topic; EX: using participant observation and ethnographic method

Interviews vs Questionnaires

CONS: Expensive and takes time

CONS: limits background knowledge

PRO: learn more detailed about history and culture

PRO: cheap and easy

Qualitative vs Quantitative

Qualitative definition: what you see, observe, and describe

Quantitative definition: what you measure, statistics, and mathematical data

Bias

measurement Bias: researcher can get lies and exaggerations; its how you collect data

Sampling Bias: there is not enough time; it doesn't cover enough subjects; researcher usually skips little aspects

Why do people observe?

1) if there is a social problem within a culture EX: online bullying

2) to create an improvement EX: poverty

3) to learn about a group

participant vs nonparticipant

Participant versus Non-participant

- **Participant observation:** the researcher/observer joins a group and observes their activities, while at the same time taking care to observe what is going on
- **Non-participant observation:** the researcher/observer simply observes the activities, but doesn't take part in them