

INTRODUCTION TO RESEARCH METHODS

Steps to Research

1. Topic and Theoretical perspective
2. Lit review
3. RQ and hypotheses
4. Choose Methods
5. Collect data
6. Analyze and interpret
7. Disseminate

Data Collection Methods

Experiments, Surveys, Field, Documents, Secondary

Should pick best method to answer question. (Doesn't always happen)

1. Suicide rates - documents, interview loved ones
2. Employee satisfaction - survey, interviews
3. Strip tease - interviews, observation
4. Race and dumps - documents, secondary data

Ethics: do no harm

Quantitative vs. Qualitative

Measurement

The process of conceptualization to operationalization

Quantitative: Variables on a survey or in an experiment

Qualitative: Questions to ask / Observation to make

Analysis

Quantitative: Statistics: means, modes, medians, correlations, causality, spurious

Qualitative: Patterns