

### 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

**comparitive 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

