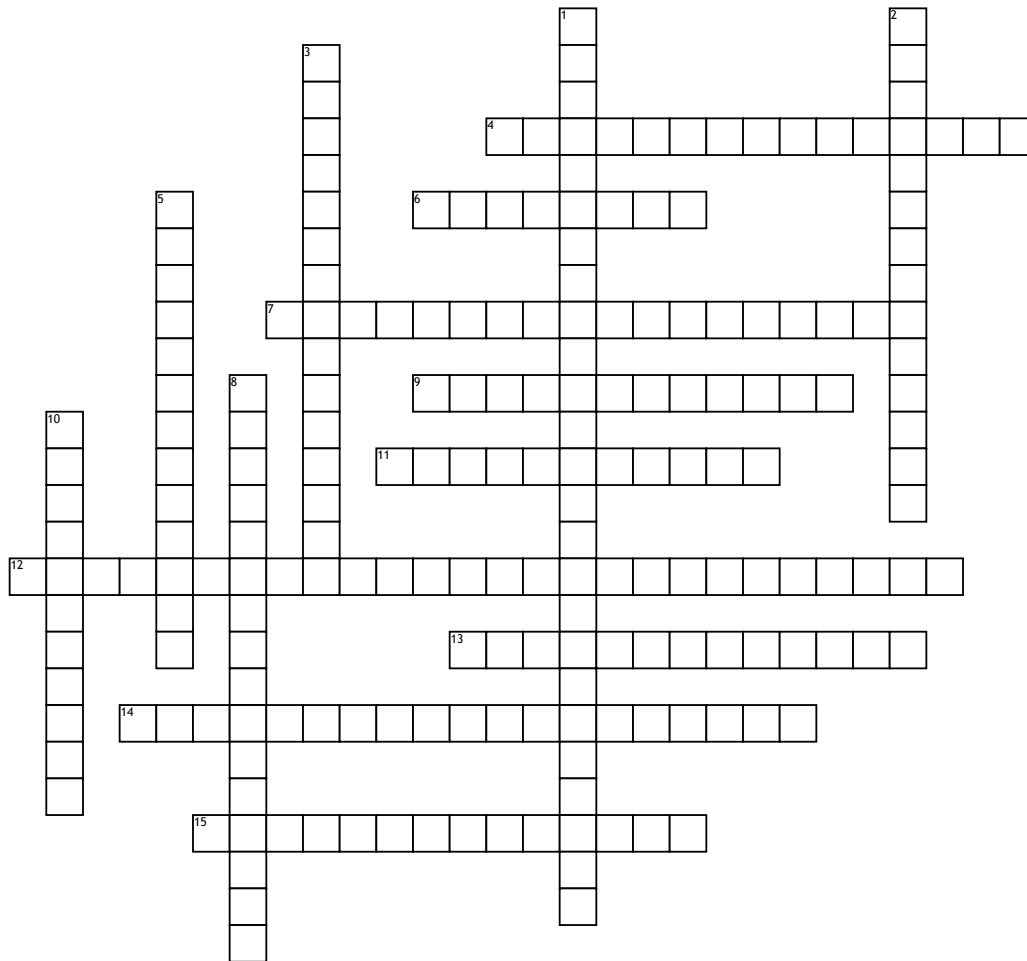


# Research methods



## Across

4. Participants should be able to refuse. The researcher should be open & honest about the aim. They should be able to opt out of the research if they so wish.

6. Produces true or genuine picture of what something is really like.

7. The sample used in the research able to represent the wider population and use the findings to make generalisations instead of studying everyone in a particular group.

9. The cost and length of the research

11. Prefer quantitative data as they seek to discover patterns of behaviour. Sociology is a science

12. No psychological or physical harm should come to the participants. Also, participants should not be placed in any illegal or immoral situations.

13. Businesses, institutes and other organisations that provide funding for research may want the results in a particular form.

14. Opportunity to carry out research may occur unexpectedly so cannot plan for the research

15. This is when the researcher goes 'Under Cover' & keeps their identity as a researcher hidden from the participants. This obviously creates many ethical problems as deceit, lying, lack of consent etc.

## Down

1. All participants' identities should be kept confidential to prevent any negative effects. Participant's personal space should not be invaded

2. The ability to mix easily, good observations skills, and recall or ability to establish rapport with interviewee could affect the researchers choice in method.

3. Prefer qualitative data, seek to understand social actors' meanings. Sociology cannot model itself on the natural sciences.

5. Harder to study a particular group or subject by one method than my another

8. Extra care & attention should be give to any group/participants that are deemed as vulnerable in terms if age, gender, disability, ethnicity, physical or mental health.

10. You or another researcher are able to replicate this methods and get the same results

## Word Bank

Covert research

Validity

Funding Bodies

Confidentiality and privacy

Harm to research participants

Representativeness

Research opportunity

Subject matter

Reliability

Personal Skills

Time and money

Positivists

Interpretivists

Vulnerable groups

Informed consent