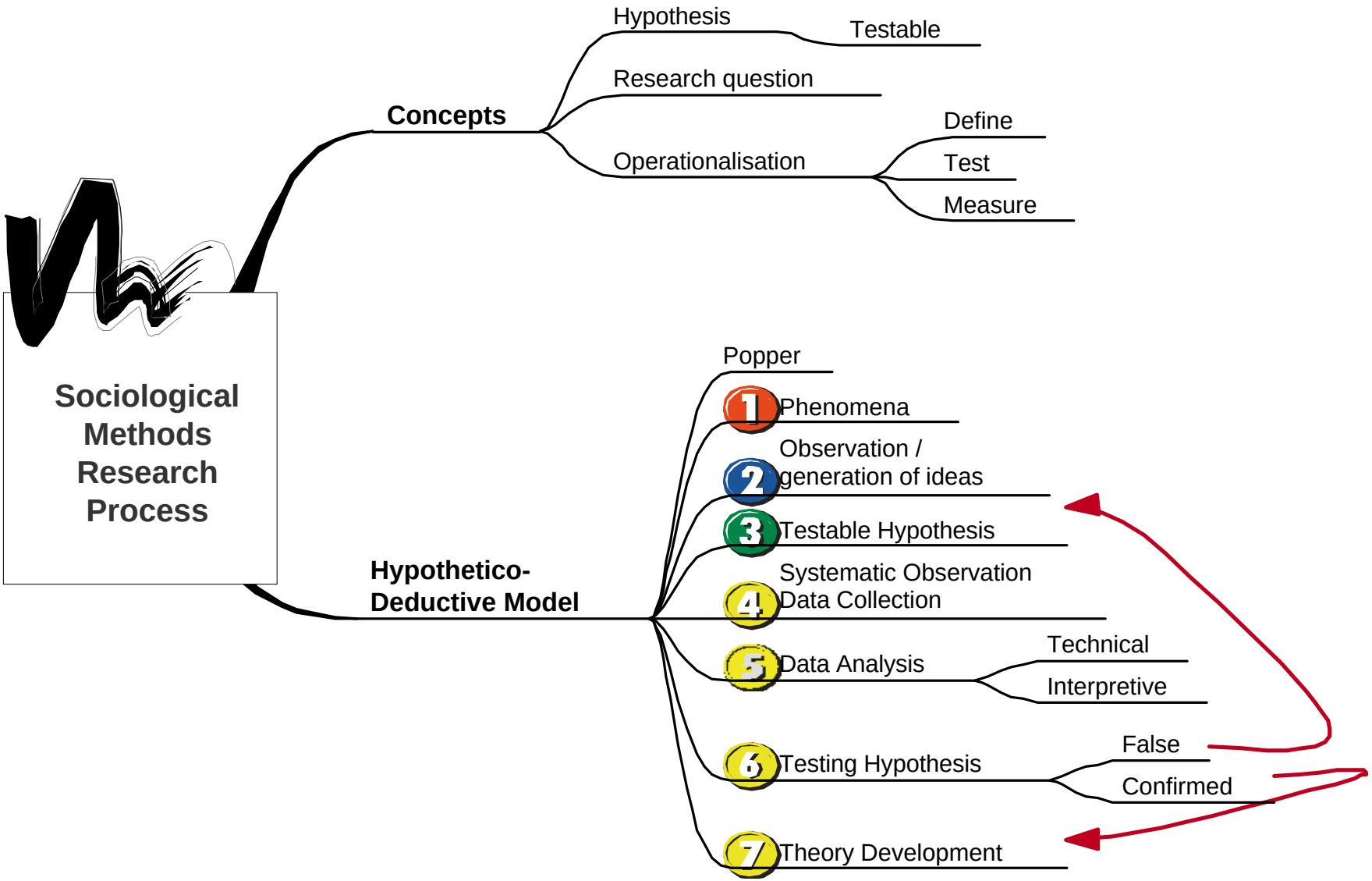
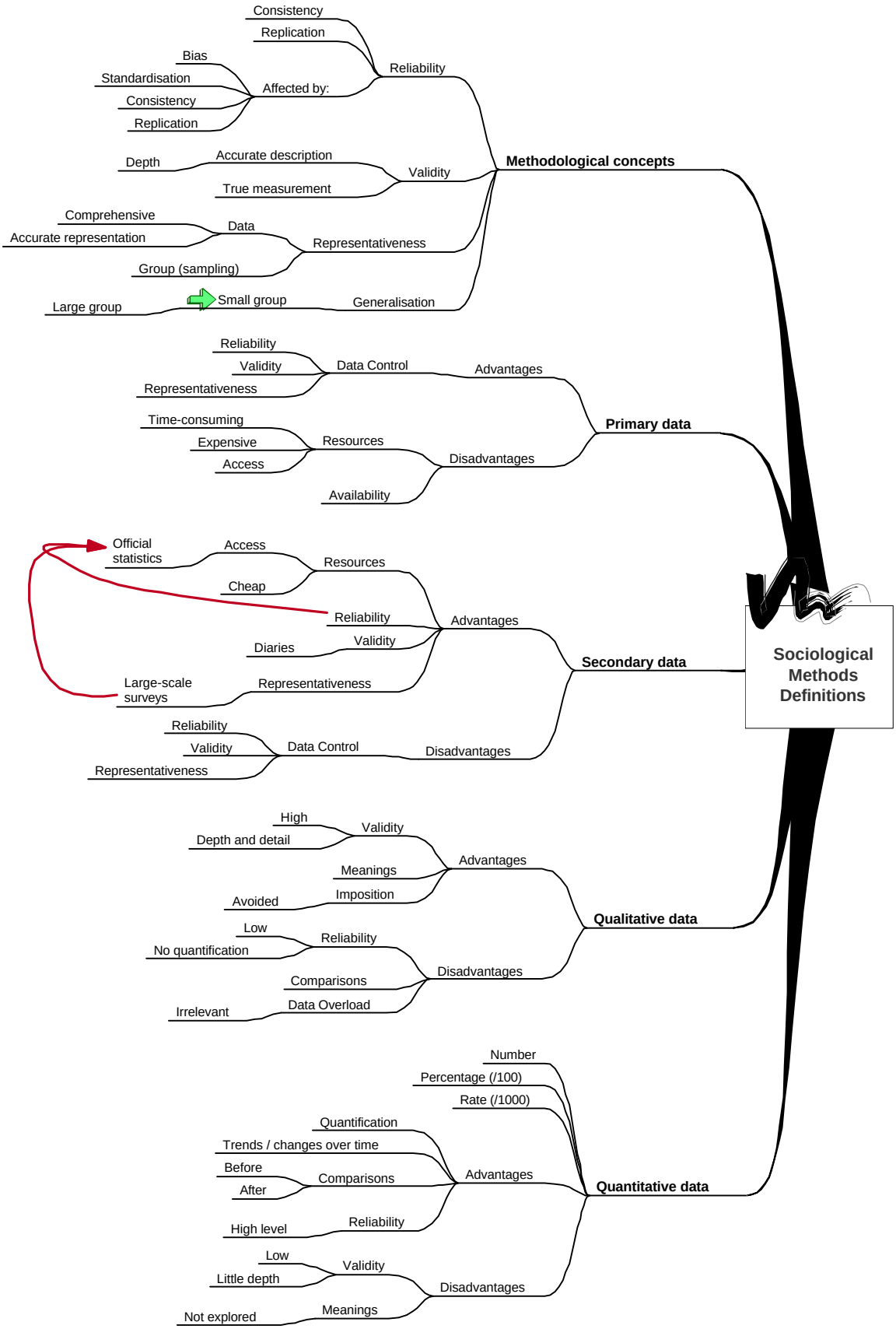
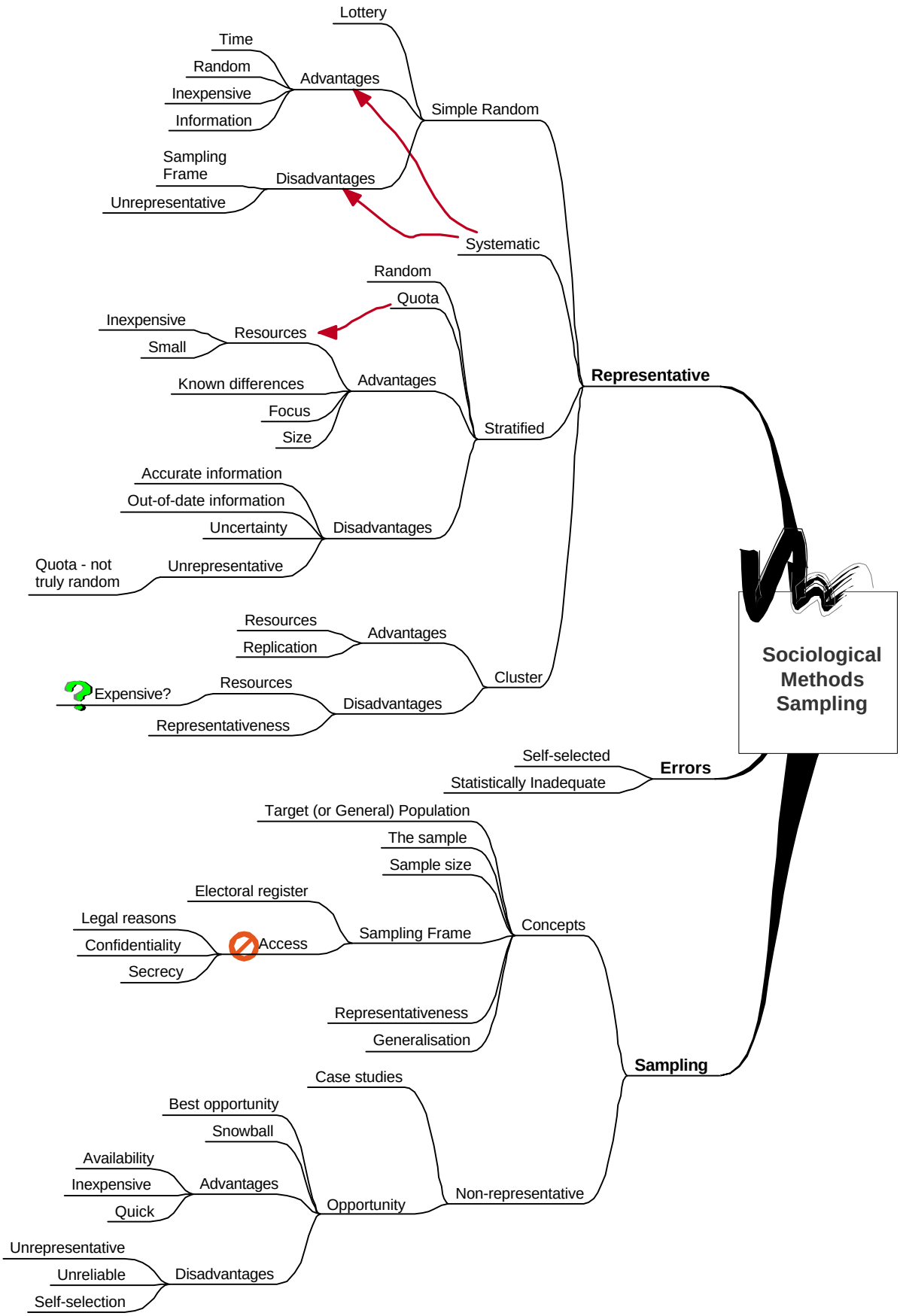

Sociological Methods Research Process
Concepts
Hypothesis
Testable
Research question
Operationalisation
Define
Test
Measure
Hypothetico-Deductive Model
Popper
1 Phenomena
2 Observation / generation of ideas
3 Testable Hypothesis
4 Systematic Observation Data Collection
5 Data Analysis
Technical
Interpretive
6 Testing Hypothesis
False
Confirmed
7 Theory Development


Sociological Methods Definitions
Methodological concepts
Reliability
Consistency
Replication
Affected by:
Bias
Standardisation
Consistency
Replication
Validity
Accurate description
Depth
True measurement
Representativeness
Data
Comprehensive
Accurate representation
Group (sampling)
Generalisation
Small group
Large group
Primary data
Advantages
Data Control
Reliability
Validity
Representativeness
Disadvantages
Resources
Time-consuming
Expensive
Access
Availability
Secondary data
Advantages
Resources
Access
Cheap
Reliability
Official statistics
Validity
Diaries
Representativeness
Large-scale surveys
Disadvantages
Data Control
Reliability
Validity
Representativeness
Qualitative data
Advantages
Validity
High
Depth and detail
Meanings
Imposition
Avoided
Disadvantages
Reliability
Low
No quantification
Comparisons
Data Overload
Irrelevant
Quantitative data
Advantages
Number
Percentage (/100)
Rate (/1000)
Quantification
Trends / changes over time
Comparisons
Before
After
Reliability
High level
Disadvantages
Validity
Low
Little depth
Meanings
Not explored


Sociological Methods Sampling
Sampling
Representative
Simple Random
Lottery
Advantages
Time
Random
Inexpensive
Information
Disadvantages
Sampling Frame
Unrepresentative
Systematic
Stratified
Random
Quota
Advantages
Resources
Inexpensive
Small
Known differences
Focus
Size
Disadvantages
Accurate information
Out-of-date information
Uncertainty
Unrepresentative
Quota - not truly random
Cluster
Advantages
Resources
Replication
Disadvantages
Resources
Expensive?
Representativeness
Errors
Self-selected
Statistically Inadequate
Concepts
Target (or General) Population
The sample
Sample size
Sampling Frame
Electoral register
Access
Legal reasons
Confidentiality
Secrecy
Representativeness
Generalisation
Non-representative
Case studies
Opportunity
Best opportunity
Snowball
Advantages
Availability
Inexpensive
Quick
Disadvantages
Unrepresentative
Unreliable
Self-selection