

## Practical Factors

### Access to the Participants

### Type of data required

### Time Available

### Personal Characteristics of the Researcher

### Cost / Funding

### Subject Matter

### Research Opportunity

### Size of the sample

## Ethical and Moral Factors

### Informed Consent

### Confidentiality

### Covert Research & Consent

### Privacy

**Pre-emptive Consent** means

### Harm

**Deception means** deliberately lying

### Legality

**Gate keepers are** the people that

Method	Description	Practical		Ethical		Theoretical	
		+	-	+	-	+	-
Open Questionnaire			Low response rate Misunderstand the question Answer may not fit those given (closed) Leading Questions	Informed consent given by completing Anonymous	Questions may be sensitive.	Detailed data (Open) Reliable Large Sample Easy to quantify and analyse (Closed) Detachment and objectivity	Participants may lie Someone other than the intended participant may answer Right answerism Lack of rapport
Closed Questionnaire							
Web based Questionnaire							
Unstructured Interview							
Structured Interview							
Group Interview							
Overt Observation							
Covert Observation							
Participant Observation							
Non-Participation Observation							
Experiments - Lab			Time Cost				
Experiments - Field							

Method	Description	Practical		Ethical		Theoretical	
		+	-	+	-	+	-
<b>Official Statistics</b>		Cheap Easily accessible	May not ask the questions specific to the research			Large sample Valid Reliable	
<b>Unofficial Statistics</b>	Numerical data that is collected by charities and other organisations.		May not ask the questions specific to the research				Could be biased to the views of the organisation.
<b>Personal Documents</b>	Documents such as personal diaries, letters and other personal correspondence.	Cheap	Can be hard to access		Invasion of privacy Informed Consent Confidentiality	In depth and detailed	
<b>Public Documents</b>		Some can be easy to access. Cheap	Can take time to gain access under FOI Act			In depth data	Unreliable Open to interpretation Biased
<b>Historical Documents</b>					Confidentiality Invasion of Privacy	In depth data	
<b>Prior Research</b>	Research that has been carried out in the same area or on the same topic.				No ethical considerations		
<b>Content Analysis</b>	<b>Formal Content Analysis</b> is a quantitative approach to analysing mass media content and involves developing a system of classification to analyse the key features of media sources	Cheap Easy to access				Reliable	Open to interpretation

**A population is** the people who live within a society.

**A research population is** the group of people that you wish to study.

**A sample is** those who are taking part in your study.

**Representative means** the extent to which a sample mirrors a researcher's target population and reflects its characteristics.

**Generalisability means** the extent to which their findings can be applied to the larger population of which their sample was a part.

Random	
Description	
+	-

Systematic	
Description	
+	-

Stratified	
Description	
+	-

Quota	
Description	
+	-

Snowball	
Description	
+	-

Opportunity	
Description	
+	-

**Reliability** means the extent to which a study can be replicated in the same way. You do not need to get the same results but the process should be the same.

**Validity** means how well a piece of research actually measures what it sets out to, or how well it reflects the reality it claims to represent.

**Representative** means the extent to which a sample mirrors a researcher's target population and reflects its characteristics.

**Generalisability** means the extent to which their findings can be applied to the larger population of which their sample was a part.

## Factors impacting Reliability

### Research Method

### Data type

### Participants

## Factors impacting Validity

### Hawthorne Effect

### Social Desirability

### Data Type

### Group Dynamics

### Demand Characteristics

## Factors impacting Representativeness and Generalisability

### Sample Size

### Research Method