Factors Influencing Method Choice

Practical Factors			Ethical and Moral Factors				
Access to the Participants	Type of data required		Informed Consent	Confidentiality			
Personal Characteristics of the Researcher	Time Available		Covert Research & Consent	Privacy			
	Cost / Funding		Pre-emptive Consent means	Harm			
Subject Matter	Research Opportunity		Deception means deliberately lying	Legality			
Size of the sample			Gate keepers are the people that				

THE HECTIC TEACHER RESOURCE

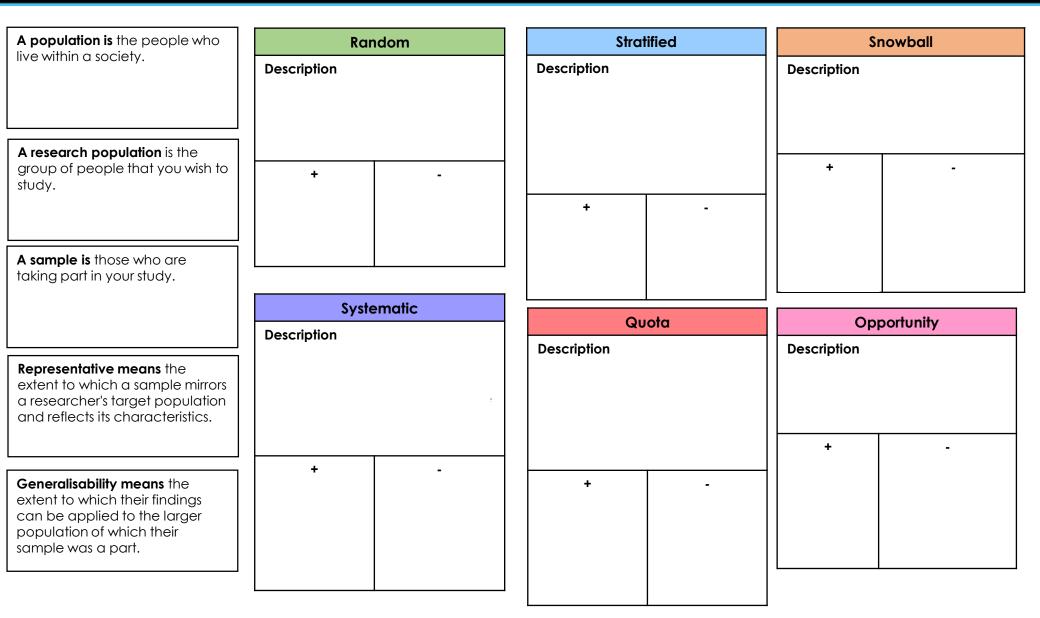
Primary Research Methods

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

Secondary Research Methods

Method	Description	Practical		Ethical		Theoretical	
		+	-	+	-	+	-
Official Statistics		Cheap Easily accessible	May not ask the questions specific to the research			Large sample Valid Reliable	
Unofficial Statistics	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.
Personal Documents	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	
Public Documents		Some can be easy to access. Cheap	Can take time to gain access under FOI Act			In depth data	Unreliable Open to interpretation Biased
Historical Documents					Confidentiality Invasion of Privacy	In depth data	
Prior Research	Research that has been carried out in the same area or on the same topic.			No ethical considerations			
Content Analysis	Formal Content Analysis 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

Sampling Methods



Theoretical Factors in Research

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.

