

Instructor's Manual

Chapter 2: Research Methods

Learning Objectives:

In this chapter, students will:

- define social research methods and list the goals of conducting research
- design a research study from its inception to execution, including the write-up and dissemination of findings
- identify research approaches: qualitative research, quantitative research, and mixed methods research
- differentiate between the ways that conflict theory, feminism, functionalism, and symbolic interactionism approach social research
- evaluate different methodological approaches and weigh their strengths and weaknesses in relation to a study
- consider the ethical dimensions relevant to setting up a research study

Activities :

1. Locate a short social science journal article through your school library. Work alone or with a partner to identify the research question being explored, the research method(s) used, the approach to research being used (critical, experimental, etc.), and the key findings of the researcher(s).
2. Look up one or two common conspiracy theories on social media and read a little bit about them. Would you say that they follow any sort of research methods? Where do they fall short?
3. Earlier experiments such as the Milgram experiment and the Stanford Prison Experiment were examples of a lack of ethics in research. Today there are ethical standards in place. Do you think there is more we can do to improve those standards?
4. Many research methods include visual data like photographs. Take about 10 photographs of an aspect of your neighbourhood or community. Write a journal

with your notes – did you face ethical dilemmas? whose story did you tell? Did any issues arise? Think about how in visual data gathering photographs reflect a select piece of a larger picture, and are “partial truths”. Discuss the following in relation to using image-based data: what is the researcher’s responsibility? How do you photograph places that might show community problems but at the same time save the community members embarrassment or invasion of privacy? How do you present yourself as a researcher so you are not seen as a threat?

5. Reliability and Validity exercise

<https://www.asanet.org/sites/default/files/savvy/introsociology/StudentResources/Exercise%20Resources/Ex14ReliabilityandValidity.html>

Teaching Aids:

1. Sociological Research Methods (video)

Crash Course Sociology

https://www.youtube.com/watch?v=QwhK-iEyXYA&feature=emb_title

2. The Milgram Experiment - Research Ethics (video)

Khan Academy

<https://www.khanacademy.org/ela/cc-9th-reading-vocab/x73a76fccbaf2a246:cc-9th-social-psychology/x73a76fccbaf2a246:reading-for-understanding-informational-text/v/milgram-experiment-on-obedience>

3. Stanford Prison Experiment - Research Ethics (video)

American Psychological Association

<https://www.apa.org/research/action/speaking-of-psychology/zimbardo>

4. Photovoice: Concept, Methodology, and Use for Participatory Needs Assessment

Caroline Wang and Mary Ann Burris (journal article)

https://www.jstor.org/stable/45056507?seq=1#metadata_info_tab_contents

5. For Marginalized Groups Being Studied Can Be a Burden, Wired Magazine (article)

<https://www.wired.com/story/for-marginalized-groups-being-studied-can-be-a-burden/>