

1. Unobtrusive measures

- Non reactive methods (hidden camera show)
- Analyze physical traits, existing records and data, and observations.

Strength

- Real life scenario
- Very qualitative data

Weakness

- No control
- Hard to quantify

2. Case study/Life History Method

- In depth close up of one or a few participants
- Based on interviews, diaries, letters, biographies, autobiographies, etc.

Strengths

- Have diaries and letters

Weakness

- Participant knows they are being studied

3. Participant Observation

- Become intensively involved in a group to gain intimate familiarity with its culture and practices, usually over time.

Strengths

- Naturalistic
- Qualitative
- Overcome bias

Weakness

- Over identifying
- Ethical dilemma

4. Social Surveys

- Questionnaire, telephone, or online surveys, interviews

Strengths

- Quick and easy
- Quantifiable
- More control

Weakness

- Self reporting limitation
- Lies on test

5. Experiments

- Experimental groups based on independent variable (ex: male/female)

Strength

- Control
- Accuracy
- Quantitative data

Weakness

- Artificial study
- Cant generalize

How can you be sure?

Replication

- Repeat the study with the same methods, but different people
- Different populations in different scenario

Triangulation

- Use multiple methods to test the same hypothesis

Research concerns: Ethics

- **Ethics** = individual responsibilities tied to deep moral judgments
- What kind of ethical concerns are raised by,
 - Social survey
 - Experiments
 - Participant observation
 - Case study/ life history method
 - Unobtrusive measures