

Week 4 Study Guide

Please describe the term internal validity.

- Control over research situation to rule out alternative explanations

Please describe the term external validity.

- Extent to which you can say that your results will be found across populations, settings and time

Please list and describe the three research paradigms discussed in class.

- Positivism
 - Uses tools to measure reality and test assumptions using statistics, surveys, experiments
- Interpretive
 - Understand how individuals interpret events and create meaning, inception movie ending
- Critical
 - Examines power structures and their influence on society/media

Please list and describe the five differences between the positive and interpretive perspectives.

- Role of researcher
 - Positive is objective/separate and interpretive is not objective and integral
- Design
 - Positive is determined before and interpretive evolves during study
- Setting
 - Positive is a controlled setting and interpretive is natural surroundings
- Measurement
 - Positive uses numbers and eternal and interpretive uses researcher as an instrument
- Theory
 - Positive tests theories and interpretive develops theories from data

Please describe inductive and deductive thinking. Be sure to outline the process involved with each.

- Inductive
 - Specific observations to generalization theories
 - Theory<-Hypothesis<-Pattern<-Observation
- Deductive
 - General to specific (Positivists)
 - Theory->Hypothesis->Observation->Confirmation

Please describe three assumptions of qualitative data collection/analysis.

- Reality is socially constructed
- Each person's experience is unique, therefore cannot be generalized

- Value is an understanding a situation deeply, rather than being able to apply it to other situations

Please list and describe the four checks for qualitative data.

- Use of multiple methods
- Audit trail- descriptions of how data was collected
- Check with members
- Check with research team

Please describe how structured and an in-depth interviews differ from each other.

- In-depth interviews are not as structured

Please list and describe the three types of in-depth interviews.

- Life History
 - Autobiographies that can help us understand social theories
- Event Centered
 - Understanding what the researcher can't directly observe
- Situational
 - Understanding a situation from multiple settings, situations, and people

List and describe the four conditions in which interviews would be a good method to collect data.

- There are clear interests
- You want to look at past events or situations that are difficult to study
- There is a shorter time frame
- You want lots of perspectives

Please list and describe five issues to consider before collecting data using interviews.

- Be clear about your motives
- Anonymity- don't use real names
- Final say- let the participants look at the work and have a say at making changes
- Money- If you're paying people they may not want to talk to you, but some people won't talk unless you pay them
- Logistics- set up a schedule of when things will happen, where they will happen

What are three alternative ways that you can collect data that are similar to interviews?

- Solicited narratives- ask them to write about a topic
- Log-interview- Log what they do in a day
- Personal documents- diaries, letter, etc.

What are five things you should be aware of when conducting an interview?

- Power dynamics- don't want too much of a hierarchy

- Judging People- don't do it
- Talking too much- let them talk
- Not paying attention
- Coming off as cold- Be sensitive