

Journal 11/6/18

Ideally, how would you get the data to answer your research project question? Explain.

Is this possible for you to achieve? Why or why not?

Unit 2: Research Methods

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Methodology

Design Models

Methodology

- The methodology is the general research strategy that outlines the way in which research is to be undertaken and, among other things, identifies the methods to be used in it.

Methodology

- How you will collect your data
 - Survey, interviews, case study, experiment, etc.
- How you will analyze your data
 - Rubric, Statistical Analysis, Qualitative Analysis, etc.
- Why you will do it that way
- What are the limitations
 - No research is perfect. What are the flaws?

Design Models

Cross-sectional

- A snap-shot or cross-section of the population at that time
- Study a number of individuals of different ages who have the same trait or characteristic of interest at a single time
- Simple in design
- Aimed at finding out the prevalence of a phenomenon, problem, attitude, or issue



Example

- Study: How do individuals spend their free time?

Methodology:

- Cross-Sectional
- Survey 300 people
 - What do they do in their free time
 - What do they prefer to do in FT
 - How much FT do they have
 - Age
 - Sex

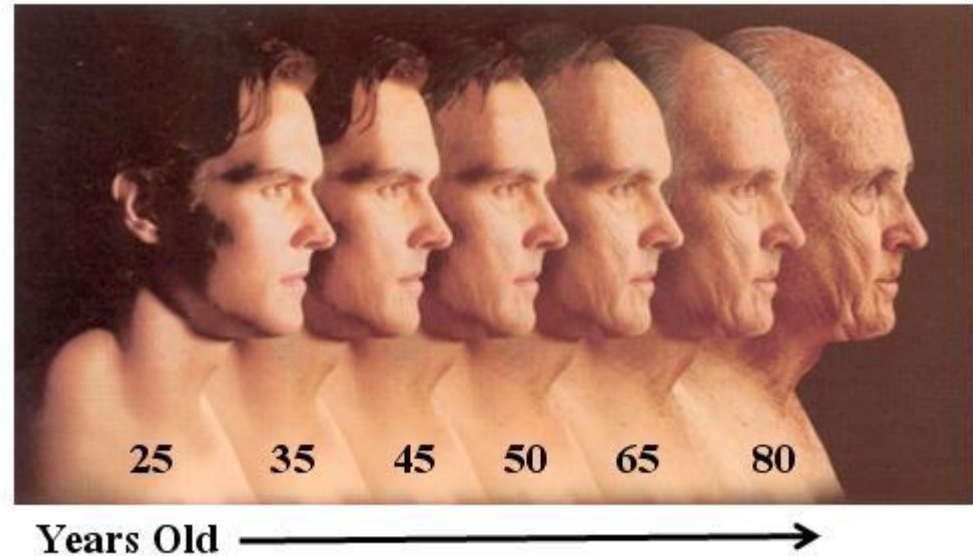


Design Models

Longitudinal

- Follow study subjects over a long period of time with repeated data collection throughout.
- Some longitudinal studies last several months, while others can last decades.
- Most are observational studies that seek to identify a correlation among various factors.

Longitudinal Studies



Example

- Study: How do individuals spend their free time?

Methodology:

- Longitudinal
- Survey 300 people every 4 years from 10yrs to 38yrs
 - What do they do in their free time
 - What do they prefer to do in FT
 - How much FT do they have
 - Age
 - Sex



Design Models

Retrospective studies

- Investigate a phenomenon or issue that has occurred in the past.
- Such studies most often involve secondary data collection, based upon data available from previous studies or databases.



Example

- Study: How did individuals spend their free time in 1900?

Methodology:

- Retrospective
- Examine articles, books, magazines, records from 1900
 - What did they do in their free time?
 - How much FT do they have
 - Age
 - Sex



Design Models

Prospective studies

- Seek to estimate the likelihood of an event or problem in the future.
- Attempt to predict what the outcome of an event will be.
- General science experiments are often classified as prospective studies because the experimenter must wait until the experiment runs its course in order to examine the effects.
- Randomized controlled trials are always prospective studies and often involve following a “cohort” of individuals to determine the relationship between various variables.

Example

- Study: Who is more likely to play golf in their 50s?

Methodology:

- Prospective
- Look at past research to determine trends
- Design an experiment with
 - Kids exposed to golf at a young age vs not
 - Golfers at work vs not



Cross-Sectional

- Right now

Longitudinal

- Over time

Retrospective

- Past research

Prospective

- Making predictions

In your Notebook: Methodology Design Models

Come up with a study for each design model

1. Cross-Sectional
2. Longitudinal
3. Retrospective
4. Prospective
5. What design model should be used for your research project? Explain why