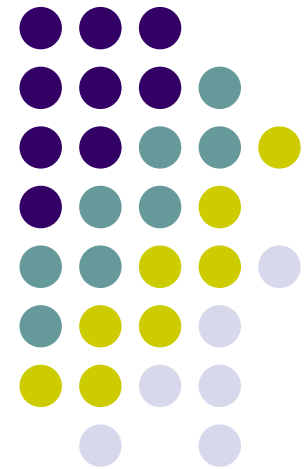


Tricks of the trade seminar

References for Social Science
Data Collection

Dr Jo Lindsay, Sociology, PSI



Mesh between theory, methodology, research questions and techniques



Theory

Methodology

Research Question

Research Technique/ Method

Survey/ Interview Questions or Observations

etc

Basic differences between qualitative and quantitative methodologies



- Qual vs Quant
- Text (non-numerical data) vs numbers
- Meaning vs prediction
- General and developing framework vs Predetermined conceptual framework
- Inductive vs deductive
- Theory Generation vs Theory Verification

Basic differences between qualitative and quantitative methodologies



- Qual vs Quant
- Unfolding general guiding questions vs Pre-specified questions
- Loosely structured design/unstructured design vs tightly structured design
- Data not structured in advance vs Data are structured in advance



Introductory Texts

- Punch, Keith (2005) *Introduction to social research: Quantitative and qualitative approaches*, Second Edition, Sage, London
- Sarantakos, Sotirios (2005) *Social Research*, Third Edition, Macmillan, Melbourne.
- Bryman, Alan (2004) *Social Research Methods*, Oxford University Press, Oxford



Theoretical debates

- The Paradigm Wars
- Positivism, Interpretivism, Critical Perspectives (Sarantakos, 1998, p40 - Table 2.2)
- Positivism, Post-Positivism, Critical Theory and Constructivism (Lincoln and Guba in Denzin and Lincoln *Handbook of qualitative research 2nd edn* 2000)



Qualitative Methodology

- Denzin, Norman K & Lincoln, Yvonna S (eds) (2000) *Handbook of Qualitative Research*, Second Edition, Sage, Thousand Oaks
- Denzin, Norman K & Lincoln, Yvonna S (eds) (2005) *The SAGE Handbook of Qualitative Research*, Third Edition, Sage, Thousand Oaks
- Seale, Clive (1999) *The Quality of Qualitative Research*, Sage, London
- Ezzy, Douglas (2002) *Qualitative Analysis: Practice and Innovation*, Allen & Unwin, Sydney



Other resources

- Association for Qualitative Research
(Melbourne based)
<http://www.latrobe.edu.au/aqr/>
- Computer assisted qualitative data analysis
<http://caqdas.soc.surrey.ac.uk/index.htm>