

Sociological Research Skills

Collecting Primary Data: Observation	
Total Marks:	25

- Briefly explain, using an example, the term “qualitative data” (2 mark)
- Using an example to illustrate your answer, define the following:
 - a. Non participant observation (2)
 - b. Participant observation (2)
 - c. Overt participant observation (2)
 - d. Covert participant observation (2)
- You have been asked to do participant observation based research at a Further Education College, investigating college life from the staff and student’s points of view.

Look at each of the following advantages of participant observation; for each, briefly explain, using examples drawn from your research, how they would be advantages in your research (7):

- Experience
 - Generating new ideas
 - Getting the truth
 - Digging deep
 - Dynamic
 - Reaching into difficult areas
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- Look at each of the following disadvantages of participant observation; for each, briefly explain, using examples drawn from your research, how they might be disadvantages in your research (8):
 - Gaining access to people
 - Bias
 - Influence of the researcher
 - Ethics
 - Proof
 - Too specific
 - Studying the powerless