

Social Research Methods: Qualitative and Quantitative Approaches

Eighth Edition



Chapter 2

What Are The Major
Types of Social
Research?

Learning Objectives

2.1 Differentiate between basic and applied research.

2.2 Describe the types of purposes for research.

2.3 Describe the features of case-study research.

2.4 Differentiate between cross-sectional and longitudinal research.

2.5 Summarize the different data collection methods for quantitative and qualitative research.

2.1 Use and Audience of Research (1 of 4)

Objective: Differentiate between basic and applied research.

- Basic Research
 - Builds a foundation for knowledge and understanding.
 - Often criticized for wasting time and money.
- Applied Research
 - Provides answers or solutions to a current question, problem, or dilemma.
 - Usually short-term and small-scale

2.1 Use and Audience of Research (2 of 4)

- Types of Applied Research
 - Evaluation Research

Used by schools, government agencies, and businesses
 - Action Research

Treats knowledge as a form of power
Five unique characteristics
 - Social Impact Assessment Research

Estimates the consequences of a program or policy before implementation or in early stages

2.1 Use and Audience of Research (3 of 4)

- Moving beyond the Basic—Applied Dichotomy
 - Forms of Knowledge
 - Instrumental knowledge
 - Reflexive knowledge
 - Audience for Research Findings
 - Researcher Autonomy and Commissioned Social Research

2.1 Use and Audience of Research (4 of 4)

Table 2.2 Expanded Set of Basic and Applied Research Types

Basic Research Type

Audience	Form Of Knowledge		
	Reflexive Autonomous	Instrumental Commissioned	Instrumental Autonomous
Scientific community	Basic critical	Basic contract	Basic professional

Applied Research Types

Audience	Form Of Knowledge		
	Reflexive Autonomous	Instrumental Commissioned	Instrumental Autonomous
General public	Public intellectual	Dedicated policy	Democratic policy
Participants	Public educator	Consultant	Participatory researcher
Generalist practitioner	Democratic deliberation	General contract	Democratic applied Research
Narrow practitioner	Dedicated deliberation	Dedicated contract	Dedicated applied research

2.2 Purpose of Research

Objective: Describe the types and purposes of research.

- Exploration
 - New issues
 - Formulate questions for further research
- Description
 - Presents a picture
 - Most social policy research
- Explanation
- Builds in exploratory and descriptive research

2.3 Within or Across Cases

Objective: Describe the features of case-study research.

- Case-study research examines many features of a few cases.
 - Most case-study research is qualitative, but it does not have to be.
 - It examines the details of a particular case as well as the surrounding issues.
 - Enables us to link micro- and macro-levels.

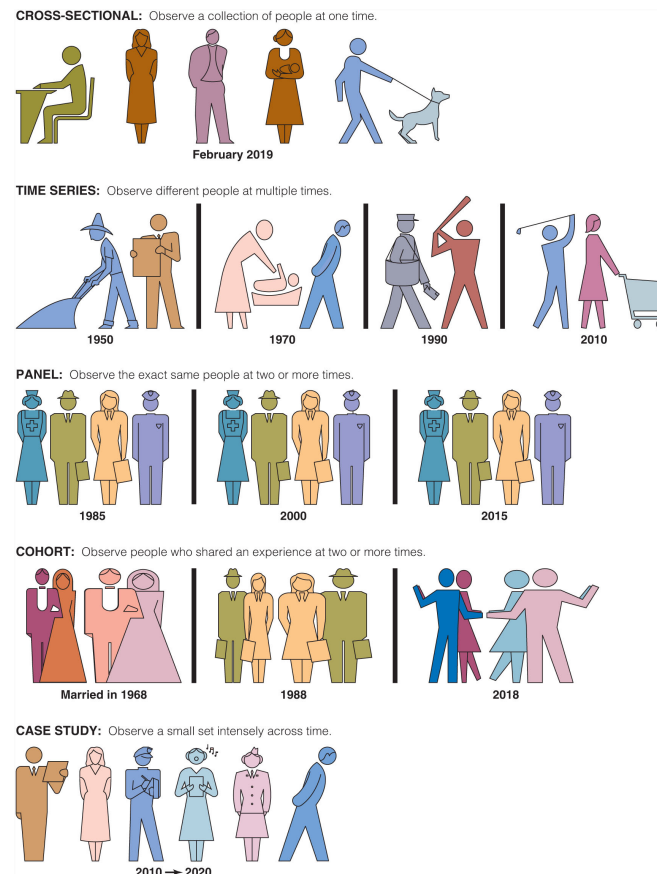
2.4 Single or Multiple Points in Time (1 of 2)

Objective: Differentiate between cross-sectional and longitudinal research.

- Longitudinal Research
 - Can be used for exploratory, descriptive, and explanatory purposes
 - Useful for examining dynamic processes
 - Three types
 - Time series
 - Panel study
 - Cohort study

2.4 Single or Multiple Points in Time (2 of 2)

Figure 2.3 The Time Dimension in Social Research



2.5 Data Collection Techniques (1 of 2)

Objective: Summarize the different data collection techniques for quantitative and qualitative research.

- Quantitative Data
 - Experiments
 - Surveys
 - Nonreactive research
 - Content analysis
 - Existing Statistics

2.5 Data Collection Techniques (2 of 2)

- Qualitative Data

- Field Research

Conducting ethnographic case-studies on a small group of people for a specific length of time

Researchers become familiar with their subjects.

- Historical-Comparative Research

A collection of related types of research

Compares aspects of social life in different historical eras

Compares two or more cultures

Conclusion

- One research study can be classified in many different ways.
- Dimensions of research loosely overlap.
- The dimensions of research are a road map through the terrain of social research.

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