METHODS OF SOCIAL RESEARCH

Winter Semester 2015/2016
PEF CZU – EMN
1. seminar – Introduction to Social Research
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Consultancy hours: Monday – 13:00/14:30
Wednesday – 13:00/14:30
All information are saved on the address: moodle.czu.cz
To obtain a credit (ZP – zápočet) from seminars of Methods of Social Research in winter semester 2015/2016 you have to achieve at least the number of 30 points out of 56 points. To obtain an exam (grade excellent), you have to achieve at least 50 points out of 56 points. In all other cases you have to pass the exam (test). The score will be done according the following scheme:
## METHODS OF SOCIAL RESEARCH

### POINT SYSTEM

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Points</th>
<th>Total of possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar attendance</td>
<td>4</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Two lecture with attendance check</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Homework</td>
<td>2</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Project</td>
<td>2</td>
<td>Max. 13</td>
<td>Max. 26</td>
</tr>
<tr>
<td>Exceptional point for activity at seminar</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>= 56 points</strong></td>
</tr>
</tbody>
</table>

30 points are necessary for the credit
What is Social Research?

A tool that researchers use, if they answer to the questions regarding the existence, extent and evolution of social phenomena and processes.

Trying to describe, explain and predict social life of individuals, groups and societies.

Methods and Techniques of Social Research is used to detect their existence, their capture and visibility, explore connections and relationships with them, to understand their importance and reach of social.
Sociological research is part of the cognitive process (guided by a definite intention and proceed systematically)

It has own rules, which vary according to the selected basic approach - quantitative or qualitative

Both approaches are based on data collection, analysis and interpretation

Differences consist in the data acquisition procedure, in the method of data analysis and interpretation
Basic methodological terms:

Deductive reasoning also deductive logic

Is the process of reasoning from one or more statements (premises) to reach a logically certain conclusion.

Deductive reasoning links premises with conclusions

„Aristotle´s Syllogistic Logic“ = combination of a general statement (the major premise) and a specific statement (the minor premise), a conclusion is deduced.

For example: A) All men are mortal
            B) Jakub is a man
            C) Therefore, Jakub is mortal
Inductive reasoning – is reasoning in which the premises seek to supply strong evidence for (not absolute proof of) the truth of the conclusion

While the conclusion of a deductive argument is supposed to be certain, the truth of the conclusion of an inductive argument is supposed to be probable, based upon the evidence given.

The philosophical definition of inductive reasoning is more nuanced than simple progression from particular/individual instances to broader generalizations.
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Introduction to Social Research

- **Validity** – The word „valid“ is derived from Latin validus, meaning strong.
- Valid measurement measures ultimately what we intended to measure.
- Validity is the extent to which a concept, conclusion of measurement is well-founded and corresponds accurately to the real world.
- **Reliability** – is the overall consistency of a measure.
- A measure to have a high reliability if it produces similar results under consistent conditions.
- Reliable measurement at repeated application gives consistent results.
METHODS OF SOCIAL RESEARCH

Method – from Greek, is a way, instruction, manner

Set of operations and activities by which a mutual incidence between the researcher (and his means) and his research object taking place.

The term method is implemented with terms procedures and techniques
## METHODS OF SOCIAL RESEARCH

- **Divisions of method**

<table>
<thead>
<tr>
<th>Method type</th>
<th>Detailed characteristic</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generally Logic</strong></td>
<td>Induction (QL) and Deduction (QN) Analysis and Synthesis Abstraction and Generalization Analogy and Modelling</td>
<td>All spheres of knowledge In science as well as in common life</td>
</tr>
<tr>
<td><strong>Generally Scientific</strong></td>
<td>Empirical and Theoretical: (Types of Observation, Types of Interview, Focus Group, Questionnaire, Sociometry, Ethnomethodology, ql/qn Experiment, Grounded Theory, Biographical Research, Historical Research, Mathematical Theory, Physical Theory etc.)</td>
<td>All spheres of knowledge In science as well as in common life In science Certain regularity applies to them</td>
</tr>
<tr>
<td><strong>Methods of concrete science</strong></td>
<td>Methods of concrete empirical research in social sciences (Basic manner of data collection and processing)</td>
<td>Each science uses the concrete method for it's own empirical researchs to them</td>
</tr>
</tbody>
</table>
METHODS OF SOCIAL RESEARCH

Procedure - Set of specialized and organized activities making for obtaining of necessary information

Selection of techniques is being subordinated to a procedure

Procedure – defined by a position in cognitive process of a research

Each procedure has advantages and disadvantages

Decision about procedure falls to conceptual stage of the research

Sometimes it´s necessary to combine procedures
## METHODS OF SOCIAL RESEARCH

### Basic research procedures

<table>
<thead>
<tr>
<th>Procedure type</th>
<th>Detailed characteristic</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statistical</strong></td>
<td>Quantitative Linked to a usage of statistical-mathematical methods important for determination of representative</td>
<td>Basic of empiricism in social sciences. Investigates mass social phenomena. Examines statistical regularities.</td>
</tr>
<tr>
<td><strong>Monographic</strong></td>
<td>Qualitative Detailed and complex analysis</td>
<td>Investigation of one or a few of typical units. Systematic description and affection of inner connections of investigated object.</td>
</tr>
<tr>
<td><strong>Historical</strong></td>
<td>Mainly qualitative Explaining a regularity of evolution</td>
<td>Investigation of object history and it´s origin. Investigation of phenomenon genesis.</td>
</tr>
<tr>
<td><strong>Typological</strong></td>
<td>Mainly Qualitative</td>
<td>Investigation of substantial properties and regularities of investigated object.</td>
</tr>
<tr>
<td><strong>Experimental</strong></td>
<td>Qualitative and Quantitative</td>
<td>Investigation of causal connections of phenomena.</td>
</tr>
</tbody>
</table>
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**Introduction to Social Research**

- **Technique** – from Greek „Techne“ – handicraft, skill, craft
- A) System of working means
- B) Manner of work or manner of achievement of certain objective
- = manner of obtaining and subsequent processing of primary empirical information
- Technique marks relatively a small part of cognitive process which has a character of routine, rather technical operation
- Techniques are functionally divided into:
  - Techniques of collection of informations
  - Techniques of processing of informations
**METHODS OF SOCIAL RESEARCH**

- Usage of techniques depends on a rate of their standardization

<table>
<thead>
<tr>
<th></th>
<th>Quantitative highly standardized techniques</th>
<th>Qualitative more or less non-standardized techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Questioning</strong></td>
<td>Questionnaire, event, public opinion survey</td>
<td>Semi-standardized interviews, event, semi-standardized questionnaires especially: Focus Groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Narration, non-standardized interviews, biographical method</td>
</tr>
<tr>
<td><strong>Observation</strong></td>
<td>Non-participant and indirect, apparent observation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Participant, also non-participant, direct, also secret observation</td>
</tr>
<tr>
<td><strong>Document analysis</strong></td>
<td>Study of official documents and their context analysis of quantitative type (Berelson)</td>
<td>Study of documents of mass communication</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Study of personal documents and their context analysis of qualitative type</td>
</tr>
</tbody>
</table>
In the social sciences standardized method of scientific research, which describes the examination of the facts – phenomenon – the social reality of using variables (characters) that can be expressed in numbers.

The aim is to test the hypotheses outlined previously (validation of the theory by testing these theories drawn from hypotheses).

Methodology of quantitative research is strongly structured.

Based on deductive logic.

The results are processed using statistical methods (they are more representative, less dependent on the opinions and abilities of respondents and lead to better verifiable and comparable results).

The analysis is based on a small amount of information on a large number of individuals.
METHODS OF SOCIAL RESEARCH

QUALITATIVE RESEARCH

- In social sciences the concept of qualitative research refers to research that focuses on how individuals and groups perceive, understand, and interpret the world.

- Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior.

- The research that does not use statistical methods and other methods of quantification (non-numerical investigation of social reality).

- Trying to find the motives and reasons behind the behavior of people and the importance that the people surrounding phenomena – object attribute (an explanation of human behavior).
Detailed description and deeper insight when examining individuals, groups, events, phenomena

The role of qualitative research is to create a holistic image of the examined phenomenon (the principle of holism expressed by Aristotle in the Metaphysic: „The whole is more than the sum of parts.“)

The analysis is based on a large amount of information on a small number of individuals

Based on inductive logic
# METHODS OF SOCIAL RESEARCH

## Introduction to Social Research

<table>
<thead>
<tr>
<th>HIGH OR LOW?</th>
<th>VALIDITY</th>
<th>RELIABILITY</th>
<th>LOGIC WHICH?</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUALITATIVE</td>
<td>?</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>QUANTITATIVE</td>
<td>?</td>
<td>?</td>
<td>?</td>
</tr>
</tbody>
</table>
The cradle of scientific, methodological and sociological theory, supported qualitative research is regarded as the CHICAGO SCHOOL (but, qualitative research has a much longer history).

It occurs in a wide range of humanities disciplines.

In beginning coincides with the approach known as ethnography.


University of Chicago
The beginnings 20 years of the 20th century at the University of Chicago (Chicago is the third most populous city in the U.S., Federated States of Illinois – capital Springfield, Barack Obama sat in the Senate of the State)

1892 established the first department of sociology in the USA (by the way, Emile Durkheim founded in 1895, the first department of sociology in Europe) and also created the first sociological journals

Chicago School: The positivist approach and creative experimentation with methods of research, academicas of Chicago School greatly developed the methodology of field research, urban sociology and case studies

Chicago researchers:

Robert Ezra Park – the concept of „human ecology“

G. H. Mead – „symbolic interactionism“

Luis Wirth – urban life and mass media

W. I. Thomas – „Thomas theorem“ and definition of the situation
In Chicago, there is a large Czech minority.

In the restaurant you can dine traditional Czech food and have a famous Pilsner beer brand Pilsner Urquell.

Source of picture:
http://checkplease.wttw.com/restaurants/czech-plaza
Anton „Tony“ Cermak (1873 Kladno – 1933 Miami), was an American politician of Czech origin who served as the mayor of Chicago, Illinois from 1931 until his assassination in 1933.

In 1933, accompanied elected President Franklin D. Roosevelt - he has been in office the longest of all American presidents and was the only one who was elected to office more than twice (he was elected four times) during a visit to Miami, Florida. In a public speech worker of Italian origin, Roosevelt tried to shoot.

Not one of the six shots of the upcoming president acted, but was wounded five bystanders worst of them actually Anton Cermak, who just three weeks later as a result of penetration abdominal died.

...He said his words to Roosevelt during transport to the hospital, "I'm glad it was me and not you, Mr. President."
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Which of data collection techniques are suitable for qualitative research?

- Participant observation
- Questionnaire
- Focus Group
- Standardized (structured) interview
- Biographical research
- Content analysis
- Semi-standardized (structured) interview
- Sociometry
- Grounded theory
- Experiment
- Ethnomethodology
METHODS OF SOCIAL RESEARCH

Observation

- „Sensory perception of the outside world“
- Scientific observation as a technique of collecting information based on focused, organized and systematic monitoring aspects of phenomena that are under investigation
- Scientific observation is one of generally accepted scientific methods and plays an important role in qualitative and quantitative research
Giant Sequoia, „Redwood“ as well as „The Mammoth Tree“ (reaching biblical ages) – **The General Sherman** by volume, it is the largest known living single stem tree on earth (height above base 83.8 m, circumference at ground 31.3 m and estimated bole volume incredible 1,487 m³ - cubic

**Hyperion** is the name of a „coast redwood“ it is the tallest known living three on earth (115.6 m)
METHODS OF SOCIAL RESEARCH

Observation

- Division in the social sciences:
- **Participant observation**
  - The style of research in which the researcher participates (participate in) the daily lives of people studying
  - The observer enters the group of subject, becoming an active member of the group
  - It usually part of a more comprehensive investigation group with the task to reveal the internal perspective of the participants
- A founder is a famous Polish sociologist, anthropologist, ethnographer **Bronislaw Malinowski** with popular work „Argonauts of the Western Pacific“
Bronislaw Malinowski and his research on indigenous tribes

Trobriand Islands – Melanesia, New Guinea - the world’s second largest island after?
Bronislaw Malinowski and his research on indigenous tribes

Trobriand Islands – Melanesia, New Guinea – the world’s second largest island
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Observation

- Non-participating observation
- We choose in the event of a denial of access for research or unwarranted entry into the observed group
- In the case of natural sciences such observation is the only option because of the nature of inanimate object exploration
- Non-participating observation can be as standardized and non-standardized form
Dividing by the position of the observer:

- Obvious observation
- Hidden observation
- Direct observation
- Indirect observation
One of the basic social research methods

The basic types:

Standardized (formal structure) is a type of interview in which the predetermined constant questions and their clear wording

Must be maintained exact order of questions (as well as other verbal order can affect the behavior of respondents)

Presumption categorization, summarization and statistical evaluation (clarity and easy understanding of the research questions)

Quite well comparable, BUT

The existence of distortion and risk of loss broader context!
Non-standarized (informal structure)

It is the type of conversation between interviewer and respondent, for which the interviewer only very general plan

This plan does not include a list of questions, the wording nor the order

Allows you to record the broader context of the studied phenomena, BUT

Pre is the only intention research (questions and their wording or order may change depending on the situation, making it difficult – impossible to compare the results of individual respondents)
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Interview

- **Semi-Standardized/Semi-Structured**
  - Is a type of semi-structured interview, which allows to combine the advantages – the disadvantages of standardized and non – standardized interview
  - Characteristic for qualitative research interview
  - There is a list – basic scenarion (and possible variants of additional questions) relating to one or a few researched phenomena
  - The questions are clear and precise manner, are usually placed in the same manner and order
  - According to the respondent answers the basic question, the interviewer asks the following additional questions, let the respondent answer – develop, asks for details of the probes
„SCENARIO QUESTIONS AND DICTAPHONE“
The questionnaire is one of the most widely used techniques for data collection. It cannot be other than standardized, so also occurs as a technique for data collection only in quantitative methodology. Interrogation techniques can be divided into techniques performed in person (face to face) or remotely (unattended).
The design of the questionnaire - technical parameters:
- The overall scope of the questionnaire - *it depends on the purpose of research*
- The format of the questionnaire
- Workbook or sheet of paper
- Graphic design structure of the text - results of the issues
- **Number of questions** - depends on the extent and depth of the problem
- **Types of questions** - open / semi-open / closed
- **Format category of responses** (answers)
- Types of scales
- Print in black and white or color
METHODS OF SOCIAL RESEARCH

The study of documents

- The term “documents“ they usually introduce written and printed materials (newspapers, books, letters, minutes, diaries, etc.), but can be photographs, movies, images and other material creations.
- Studying documents can be of any type and age, if they are available to us.
- This applies certain rules, if we get credible research results.
METHODS OF SOCIAL RESEARCH

Study of the documents in the library – University of Chicago (The Harper Library)
THANK YOU FOR ATTENTION
AND
HAVE A GOOD DAY
SOURCES:

- Václav Pavel Borovička: Mafie
- http://cs.wikipedia.org/wiki/Chicagsk%C3%A1_%C5%A1kola_(sociologie)