# **Rough Draft #2: Research Design**

# **Social Research Methods SOC 497 – Fall 2020**

# **Due: Monday November 22nd at 11:59 pm**

* Upload your assignment to Canvas as a **Word Document**, do not hand in a paper copy.
* If applicable - see link on the last page and on how to save a Mac pages file as a MS Word doc.

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For this assignment you will be writing the Research Design section of your Research Proposal. It will explain how you will go about doing your research and what method you will be using.

**Important:** Remember, this research design will become part of your larger research proposal. As such, you will not actually be collecting data for this class. Because you are not actually collecting data, you can assume that your research budget is unlimited and you will have access to data, research assistants, etc.

**Please choose one of the following five research methods.**

1. Survey

2. Experiment

3. Content Analysis

4. Qualitative Interviews

5. Field Research/Ethnography

**Format for Assignment**

* Each section should start with a subheading
* The research design will be a mix between written text, as well as lists (for example if you are using hypotheses and variables.
* Double spacing, 1 inch margins, Times New Roman, 12pt font.
* 1.0 spacing can be used for survey/interview/consent form/references (as needed)
* The research design has some flexibility in terms of how it is written. It can be written in either in the 1st person or the 3rd person. For example:

1st Person: I will distribute 1,500 surveys to a representative sample of CSUN students....

3rd Person: Fifteen-hundred surveys will be distributed to a representative sample of.....

If you are choosing either Qualitative Interviews of Field Research/Ethnography, I suggest writing in the 1st person, as you will be asked to reflect on your personal role as a researcher.

* If you are using a survey, interview questions, or a consent form, each should start at the top of a new page
* Approximate Length 5-8+ pages

## **Survey Method**

\*Please review Chapter 10 (Survey Research) prior to writing your research design\*

**Title Page:** Should include your name and a title describing your research topic

**Introduction:** The introduction will be a paragraph generally describing your research topic. It should include your research question or questions.

**Research Method:** This section describes what method you will be using to collect your data. You should include the following in this section.

* Identify your **Unit of Analysis** (ex. female LAPD officers, college students, victims of child abuse, etc)
* **Sampling Method** - Describe the sampling method you will use (simple random sample, stratified sample, cluster sample, etc.). It is best to use probability samples when conducting survey research, however in some cases non probability samples must be used.
* Indicate your **sample size** and explain the detailed steps you will take to obtain your sample and distribute the survey. This includes how you will contact individuals, groups/organizations, and how you will be distributing your survey.

**Hypotheses:** Your hypotheses will be statements about what you expect to find in empirical reality. The hypotheses should be written so that it can be supported or disproved if you were to test them.

**Variables:** Identify your Dependent Variable(s), Independent Variable(s), and Control

Variable(s). Some studies may not use control variables.

**Theory:** The theory section can be a paragraph explaining why you expect to find certain relationships between your variables (as stated in your hypotheses). You can develop a theory based on your own theoretical assumptions or you can use a theory put forth in previous research on the topic. If you use a theory developed by another researcher make sure to cite your source.

**Survey:** Create a 2–4-page survey. The questions on the survey should incorporate your

dependent, independent, and control variables. The questions on your survey should be close-ended. Please include at least one Likert Scale in your survey. I would like for you to create your entire survey, the majority of it should be original. However, if you find it useful to use questions from surveys created by other researchers that you find online, you must cite these sources, otherwise it is plagiarism.

**Format of Survey:** The survey should start at the top of a new page and be single-spaced with one space in-between each question.

**Budget/Timeline:** If you were to actually carry out this research, what would be the costs? For example, materials, research assistants, etc. How long would it take to do? In a paragraph or in a list of bullet points, describe what the anticipated costs would be for this research project and a timeline of how long it would take to collect and analyze the data. Note – some projects will have many costs, while others will have very few costs.

### **Experiment**

\*Please review Chapter 9 (Experimental Research) before writing your research design\*

**Title Page:** Should include your name and a title describing your research topic

**Introduction:** The introduction will be a paragraph generally describing your research topic. It should include your research question or questions.

**Hypotheses:** Your hypotheses will be statements about what you expect to find in empirical reality. The hypotheses should be written so that it can be supported or disproved if you were to test them.

**Variables:** Identify your Dependent Variable(s), Independent Variable(s) or stimulus/treatment.

**Theory:** The theory section can be a paragraph explaining why you expect to find certain relationships between your variables (as stated in your hypotheses). You can develop a theory based on your own theoretical assumptions or you can use a theory put forth in previous research on the topic. If you use a theory developed by another researcher make sure to cite your source.

**Research Method:** This section describes what method you will be using to collect your data. You should include the following in this section.

* Identify the type of experimental design you are using (ex. one shot case study, classical design, time series, one group pre-test/post-test, etc.)
* Identify your unit of analysis (people who you are studying)
* Explain how you will recruit your study participants
* Give a detailed explanation of how you will carry out each step of the experiment

**Budget/Timeline:** If you were to actually carry out this research, what would be the costs? For example, materials, research assistants, etc. How long would it take to do? In a paragraph or in a list of bullet points, describe what the anticipated costs would be for this research project and a timeline of how long it would take to collect and analyze the data. Note – some projects will have many costs, while others will have very few costs.

#### **Content Analysis**

\*Please review Chapter 11 (section on content analysis) before writing your research design\*

**Title Page:** Should include your name and a title describing your research topic

**Introduction:** The introduction will be a paragraph generally describing your research topic. It should include your research question or questions.

**Theoretical Perspective/Approach:** (ex. critical, interpretive, feminist, etc). In one paragraph, explain the underlying assumptions of your research perspective/approach how they relate to your study. If you are using an approach discussed by other researchers, be sure to cite your sources.

**Research Method:** This section describes what method you will be using to collect your data. You should include the following in this section.

* **Unit of Analysis:** Describe the "content" that you will be examining (for example - organizational literature, historical documents, magazines, web sites, TV programs, newspaper articles, etc.).
* **Sampling:** Indicate how you are going to sample your content. Include what time period the content is from. (Ex. I will randomly sample 50 issues of *Ladies Home Journal* and 50 issues of *Glamour Magazine* published between 1970-2000).
* Create and describe your coding system

1. Manifest Coding (quantitative analysis of data): A type of coding in which a researcher first develops a list of words, phrases, or symbols and then locates them in a communication medium. In this section you should identify any words, phrases, symbols, pictures you are interested in counting. Also are you interested in comparing frequency of images in different types of documents, magazines, websites, TV programs or over time in the same source?

2. Latent Coding (qualitative analysis of data): A type of coding in which a researcher identifies subjective meaning such as themes or motifs and then systematically locates them in a communication medium. In this section you will define 5-6 major themes to examine. You can bring up questions relating to the themes. Write a brief paragraph on each theme you would like to explore. For example if you were studying the portrayal of women in a sample of print magazines from 1970-2000, these might be some of your themes: objectification, domesticity, element of power, submissive stance, etc.

**Budget/Timeline:** If you were to actually carry out this research, what would be the costs? For example, materials, research assistants, etc. How long would it take to do? In a paragraph or in a list of bullet points, describe what the anticipated costs would be for this research project and a timeline of how long it would take to collect and analyze the data. Note – some projects will have many costs, while others will have very few costs.

##### **Qualitative Interviews**

\*Please review Chapter 10 (section on survey interviewing) and Chapter 13 (section on field research interview) before writing your research design\*

**Title Page:** Should include your name and a title describing your research topic

**Introduction:** The introduction will be a paragraph generally describing your research topic. It should include your research question or questions.

**Acknowledge the Self/Reflexivity:** This section should be one paragraph situating you as

the researcher in relationship to your research subjects. Were you drawn to this particular project for personal reasons or experience with the topic? How will you take into account your race/ethnicity, gender, and social status in relation to that of your research subjects?

**Theoretical Perspective/Approach:** (ex. critical, interpretive, feminist, etc). In one paragraph, explain the underlying assumptions of your research perspective/approach how they relate to your study. If you are using an approach discussed by other researchers, be sure to cite your sources.

**Research Method:** This section describes what method you will be using to collect your data. You should include the following in this section.

* Identify your study population (ex. female LAPD officers, college students, victims of child abuse, etc).
* Describe the sampling method you will use (ex. Convenience, Purposive, Snowball, Deviant Case). Indicate the approximate number of interviews you will conduct.
* Describe the steps you will take to recruit and/or contact people to be interviewed (for example - will you put up flyers, newspaper ads, go to certain centers, programs, agencies, or organizations to find your study population?
* Identify a list of 5-6 themes that you would like to focus on during your interviews.
* Create a 2 page list of interview questions (single-spaced with one space in between each question). Organize questions under the themes you identified. Questions should be open-ended, and include follow-up questions or prompts.

**Budget/Timeline:** If you were to actually carry out this research, what would be the costs? For example, materials, research assistants, etc. How long would it take to do? In a paragraph or in a list of bullet points, describe what the anticipated costs would be for this research project and a timeline of how long it would take to collect and analyze the data. Note – some projects will have many costs, while others will have very few costs.

###### **Field Research/Ethnography**

\*Please review Chapter 13 before writing your research design\*

**Introduction:** The introduction will be a paragraph generally describing your research topic. It should include your research question or questions.

**Acknowledge the Self/Reflexivity:** This section should be one paragraph situating you as

the researcher in relationship to your research subjects. Were you drawn to this particular project for personal reasons or experience with the topic? How will you take into account your race/ethnicity, gender, and social status in relation to that of your research subjects?

**Theoretical Perspective/Approach:** (ex. critical, interpretive, feminist, etc) In one paragraph, explain the underlying assumptions of your research perspective/approach how they relate to your study. If you are using an approach discussed by other researchers, be sure to cite your sources.

**Research Method:** This section describes what method you will be using to collect your data. You should include the following in this section.

* Explain how you will choose a field site and gain access. Describe your field site - Where is your field site located? How do you plan on gaining entry into the field site?
* What types of people or groups would you like to focus on in this field site?
* How will you build trust/gain rapport with members of the field site? Do you anticipate any problems with gatekeepers? What type of social role will you assume? Are there any risks or dangers associated with the field site? What level of involvement will you adopt in the field site? How will you normalize the research process? How will you present yourself and what will you disclose to members? What are some strategies you will use in the field to maintain relationships?

**Conceptualization:** In this section you will identify 5-6 major themes you will examine. Write a brief paragraph under each theme describing what you would like to explore and what questions you would like to answer. Note, these are not questions for participants (interview style) instead these are questions that the researcher is contemplating as he/she enters the field.

**Budget/Timeline:** If you were to actually carry out this research, what would be the costs? For example, materials, research assistants, etc. How long would it take to do? In a paragraph or in a list of bullet points, describe what the anticipated costs would be for this research project and a timeline of how long it would take to collect and analyze the data. Note – some projects will have many costs, while others will have very few costs.