**RESEARCH METHODS**

*Key Terms:*

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| --- | --- | --- | --- |
| Survey | Population | Closed-ended questions | Open-ended questions |
| Sample | Representative sample | Field Research | Questionnaire |
| Case Study | Secondary Analysis | Participant observation | Interview |

**4 Types of Research**

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| --- | --- |
| Experiments |  |
| Surveys |  |
| Participant Observation |  |
| Existing Resources |  |

Activity: Individually, partner, or small group, create a hypothesis and decide which type of research would be most effective. Explain your answer.

Today’s Guiding Questions:

1. If students wanted to learn about Darnell Cookman and took a survey of our class, would that correctly address the population and sample for your survey?
2. Describe the differences between open-ended and closed-ended surveys. Which one do you think is better for a sociologist? Explain.
3. Why do some people feel case study data is not as accurate as quantitative date?