



# RESEARCH METHODS

# Questions

- Why do sociologists use research ?
- What two types of research processes have we already discussed?

# Video

- [Crash Course Sociology 4](#)

# Research methods

- Research methods are strategies or techniques for systematically conducting research.



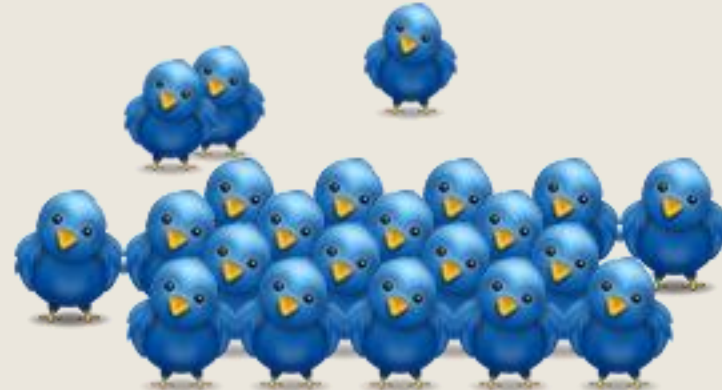
# Quantitative and Qualitative research

- For either the quantitative or qualitative research processes, the research methods or strategies for conducting research may include, but are not limited to: experiments, surveys, secondary analysis, and field research.



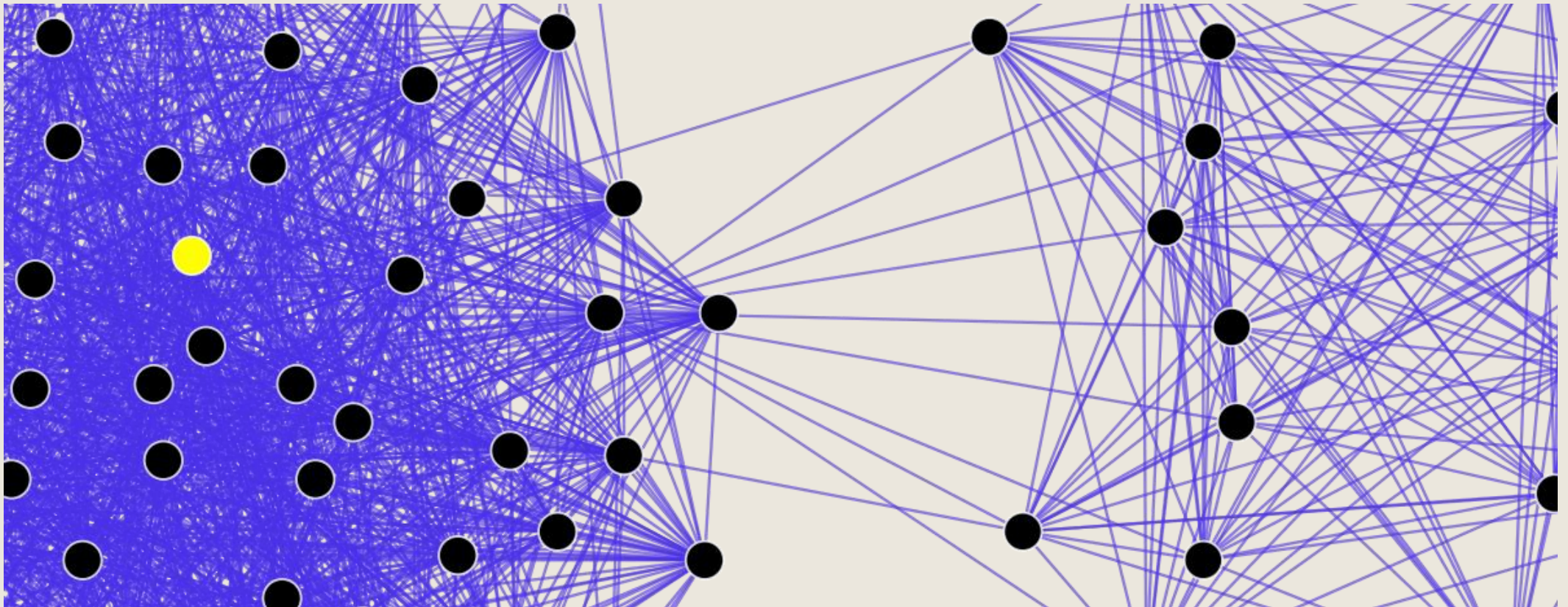
QUALITY

vs.



QUANTITY

Many sociologists use multiple methods in order to gain a wider scope of data and incorporate multiple points of view.



# Sociological Research Methods Assignment

- For a mark (/39)
- Don't worry, I know this is not terribly exciting, but it is necessary. We are soon moving on to social issues and interactions and that part is very interesting. At least in my opinion 😊