

Longitudinal studies	Qualitative	<p><b>Longitudinal studies :</b> Are the research technique when researchers study the same group of people over different periods of time.</p>	<p><b>7UP (1963 - present)</b></p> <ul style="list-style-type: none"> <li>Very famous longitudinal study that was conducted for television by the media company Granada.</li> <li>It interviewed a number of people from different social backgrounds.</li> <li>These people were interviewed at the age of seven and again every seven years after that.</li> <li>The aim of the study was to build up a 'social history' of Britain told through the eyes of the respondents</li> </ul>	<ul style="list-style-type: none"> <li>Longitudinal studies can examine developments over time. <b>(Practical)</b></li> <li>Longitudinal studies can provide in depth information and insight into people's lives. <b>(Theoretical)</b></li> <li>By keeping the same group the researcher can be sure that any changes in attitudes and behaviour are not simply due to changes in the makeup of the sample. <b>(Practical)</b></li> </ul>	<ul style="list-style-type: none"> <li>Often longitudinal studies cost a lot of time and money. <b>(Practical)</b></li> <li>Keeping the same sample of people over time is very difficult. "Sample attrition" can lead to a less representative sample as people drop out of the original sample. <b>(Theoretical)</b></li> <li>Conditioning/demand characteristics when carrying out a repeated study. (practical)</li> </ul>
Case studies	Qualitative	<p><b>Case studies</b> – these are an in depth study of one 'unit'. This unit is normally a single individual but it can also be a single group of people. The information obtained is detailed and descriptive and is therefore qualitative.</p>	<p><b>Curtis (1989)</b></p> <ul style="list-style-type: none"> <li>The aim of the case study was to investigate the long term effects of dysfunctional families on the socialisation of children.</li> <li>Curtis carried out a case study of one child – Genie.</li> <li>They first encountered Genie when she came to hospital in Los Angeles aged 13 and a half.</li> <li>She had been locked up in the dark back room of her families house, with virtually no human contact, since she a few months old.</li> <li>The researchers observed Genie closely for several years, at first in the hospital and then one of the researchers fostered Genie.</li> </ul>	<ul style="list-style-type: none"> <li>Case studies provide an in-depth, detailed insight into specific, unique cases and reveal information that is often overlooked in larger scale research. <b>(Practical)</b></li> <li>It makes it easier to study sensitive areas. <b>E.g. mental illness (Practical)</b></li> <li><b>Tends to generate highly valid data.</b> (theoretical)</li> </ul>	<ul style="list-style-type: none"> <li>How can a case study be representative? It simply cannot mirror wider society. <b>Therefore it</b> makes generalisation to a wider population impossible <b>(Theoretical)</b></li> <li>Lack reliability due to low sample size. <b>(Theoretical)</b></li> <li>Often intrusive into an individuals life raises therefore ethical concerns. (ethics)</li> </ul>
Life histories	Qualitative	<p><b>Life Histories</b> – this is a research method where a person's experience of life is recounted to the researcher or set down in the form of a 'text' (i.e. book, film or audio) Often the oral account is given via a extended, unstructured interview.</p>	<p><b>Linda Hart 'Phone at nine just to say you're alive'</b></p> <ul style="list-style-type: none"> <li>The story of a woman and her fight with mental illness.</li> <li>Her <b>life history</b> is written in the form of a diary that she kept whilst being in and out of hospital with her condition.</li> </ul>	<ul style="list-style-type: none"> <li>Provides a first hand account of people's experiences. <b>(Practical)</b></li> <li>It can provide detail about how people's lives change over time. <b>(Practical)</b></li> <li>Can be used as a verification tool. E.g. to check other sources of information. <b>(Practical)</b></li> </ul>	<ul style="list-style-type: none"> <li>It can be a biased source as the person recounting could have their own agenda. E.g. Historical accounts of the holocaust. <b>(Theoretical)</b></li> <li>This method is difficult to generalise from because it is usually based on individual historical accounts. <b>(Theoretical)</b></li> <li>Validity can be reduced through problems of recollection. (theoretical)</li> </ul>
Ethnographic	Qualitative	<p><b>Ethnography</b> - 'Trying to walk in someone else's shoes'. The use of qualitative methods to gain a highly valid understanding of those being studied. This is usually participant observation but can include unstructured interviews, life histories and other personal documents</p>	<p><b>Laud Humphrey (1970) 'The tea room trade'</b></p> <ul style="list-style-type: none"> <li>To investigate the culture of impersonal sex between men in public toilets.</li> <li>He wanted to learn about the rules of engagement.</li> <li>How does behaviour affect the individual members of the 'tea room'? how do they find the time?</li> </ul>	<ul style="list-style-type: none"> <li>You are often able to observe behaviour in a natural setting which increases validity. (theoretical)</li> <li>Verstehen is achieved as the researcher can truly appreciate the life's of those they study. (theoretical)</li> <li>Detailed insight into feelings, meanings, motives and emotions. (theoretical)</li> </ul> <p>NB – If you have to write and essay question use the advantages of any primary and secondary <b>qualitative</b> methods.</p>	<ul style="list-style-type: none"> <li>Ethnographic studies are based on small sample sizes therefore it is difficult to generalise and reliability is lowered. (theoretical)</li> <li>Research methods used are often subjective which lowers reliability. (theoretical)</li> <li>Ethnographic is often exploitative as it often delves into people's personal lives. (ethical)</li> </ul> <p>NB – If you have to write and essay question use the disadvantages of any primary and secondary <b>qualitative</b> methods.</p>