	xamples Strengths - Interpretivists		Weaknesses - Positivists		
A2 ONLY Other documentary sources	 Pictures. Books. E.g. Haralambos. Journals. E.g. British journal of sociology. Historical records. E.g. Simon Schama's History of Britain. Media. E.g. Newspapers, magazines. 	 Often these kinds of sources are particular area for example what the past. For example using his holocaust. (practical) Journals, pictures and the medisource of information. They offer a particular time which should experience of that period. Studying new crice (practical) Many problems with these kinds a number of the sources at the stope objective about an event but that event and trying to find the (theoretical) 	t was going in a particular society in tory books to investigate the a are often an effective and efficient or a snap shot of a particular event at incapsulate the feelings and emotions me trends from sociology review. s of resources can overcome by using same time. For example, one can try by using a number of sources about common information.	 Often these kinds of sources can be biased and prejudiced and so they lack the objectivity the sociologist strives for. They can be one-sided, political and ideological. (theoretical) These kinds of documents can bring problems of interpretation. For example in considering historical documents the problems of interpretation are intensified as the sources of information are from different time periods. (practical) 	
	Mass media - The means of communication which reaches large numbers of people at			he same time (another documentary source).	
Content analysis (mass media)	General strengths of using the mass media for research. Information is usually very relevant and extremely up to date. (practical) It is and excellent source of information and is relatively cheap and easy to access. (practical) The researcher can look at a number of sources of information and check for common threads, combating bias. (theoretical)	Two types of content analysis Quantitative content analysis: A systematic analysis of analysis of media sources that provide numerical and statistical results. Example study: Manstead and McCulloch (1981) who studied how television advertisers portray men and women in their adverts.	Example study for quantitative content analysis: The aim of Manstead and McCulloch (1981) was to look at a link between the influence of the mass media and changes in our attitudes, beliefs and behaviours. To do this Manstead and McCulloch decided to do a quantitative content analysis of television adverts. They wanted to investigate the link between the portrayal of men and women in adverts and actual gender stereotyping within families. Other important parts of Manstead and McCulloch's quantitative content analysis: ✓ Looking at British televisions adverts only to see if men and women were depicted differently. ✓ Investigated 170 random adverts shown between 6pm and 11.30pm over a one week period. ✓ Only the two main characters were recorded. ✓ To make it more objective and quantifiable the gender content of the adverts were coded.	Quantitative content analysis strengths (positivists): Comparisons can be easily made between societies over time. (practical) High in reliability and can be easily replicated. (theoretical) It is more objective and free from bias. (theoretical)	Quantitative content analysis weaknesses (interpretivist): No real insight. Counting frequency does not show meanings and motives. (theoretical) Still some subjectivity, recording the media can never be truly scientific. (theoretical)
	 General weaknesses of using the mass media for research. The mass media can be biased for example the reportage of war through the news papers is not objective. (practical) Much of the mass media deals in stereotypes and sensationalisation. One must be aware of this when using the mass media in research. (practical) You have to accept what your told. There is no way to double check data that the media provide. (practical) 	Qualitative content analysis: An impressionistic analysis technique that provides written information based on interpretation. Example study: Hebdidge: youth culture music and fashion		Qualitative content analysis strengths (interpretivist): Using this method will give insight into a subject, showing meanings and motives. (theoretical) Possible to symbolic nature of the media. For example the sensationalised language used in tabloids. (theoretical)	Qualitative content analysis weaknesses (posivists): Lacks objectivity as only concerned with one person's interpretation of the media source. (theoretical) Method lacks reliability and is not easily replicated. (theoretical)