Ethnography
By Danielle, Maryanne and Hannah

In comparison to quantitative research, e.g. surveys, qualitative gets more information and is higher in ecological validity and reliability. There is also a higher response rate, however can raise a lot of ethical issues.

Description, Examples, advantages and disadvantages

Unstructured Interviews
- This is where questions aren’t programmed or structured
- An advantage is you can get a more in-depth answer than yes or no.
- However, they are time consuming and hard to generalise.

Structured Interviews
- Questions are administered by a researcher
- An advantage of structured interviews have good reliability and validity, however don’t give an in-depth analysis of research.

Advantages and Disadvantages
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Structural Interviews
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- The advantage of structural interviews have good reliability and validity however don't give an in-depth analysis of research.

Overt participant observation
- The researcher goes mobile to the research setting.
- They are aware that the research and are permission from the participants.
- One advantage is that there are no ethical issues however due to the possibility of the Hawthorne effect.

Covert participant observation
- This is when an participant observation but covert means that the researcher doesn't tell the participants that they are going to be observing them.
- One advantage is there is less risk of the Hawthorne effect however it is hard to get consent after.

Description, Examples, advantages and disadvantages

What it is

- It's qualitative research that you do on a day.
- You can see the relationship and the culture.
- This is observational research.
- The best way to listen is to be part of a conversation.
- The advantage of unstructured or a question was if.
Description, Examples, advantages and disadvantages.
What is it?

- It is qualitative research that gets an in depth view of what the researchers want to find out.
- First stage: fieldwork
- Second stage: written description and analysis
- In basic terms, ethnography is the practice of anthropological research based on direct observation of and reportage on a peoples way of life.
Overt participant observation

- The researcher gets involved in the group being studied.
- They are open about the research and get permission from the participants.
- An advantage is that there are no ethical issues. However, there is the possibility of the Hawthorne effect.
Covert participant observation

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Advantages and Disadvantages

**Advantage**
- More detailed as it is not quantitative research.

**Disadvantage**
- Practical issues such as time consuming and costly.

**Disadvantage**
- The presence of the researcher may influence answers.

**Advantage**
- It is useful for studying large sample groups and for studying people who don't return questionnaires.
Advantage:

• More detailed as its not quantitative research.
Disadvantage:

• Practical issues such as time consuming and costly.
Advantage:

- There is more validity because there is less chance for participants to lie
Disadvantage:

• The presence of the researcher may influence answers.
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Description, Examples, advantages and disadvantages

Description:

Advantages:
- Higher ecological validity
- Higher response rate
- Can get more in-depth answers

Disadvantages:
- Time consuming
- Hard to generalize

Examples:
- In-depth interviews
- Observation

Overt Participant Observation
- The researcher goes into the scene fully visible
- They can ask about the research and get permission from the participants

Covet Participant Observation
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- An advantage is there is less risk of the Hawthorne effect however it is hard to get consent after