

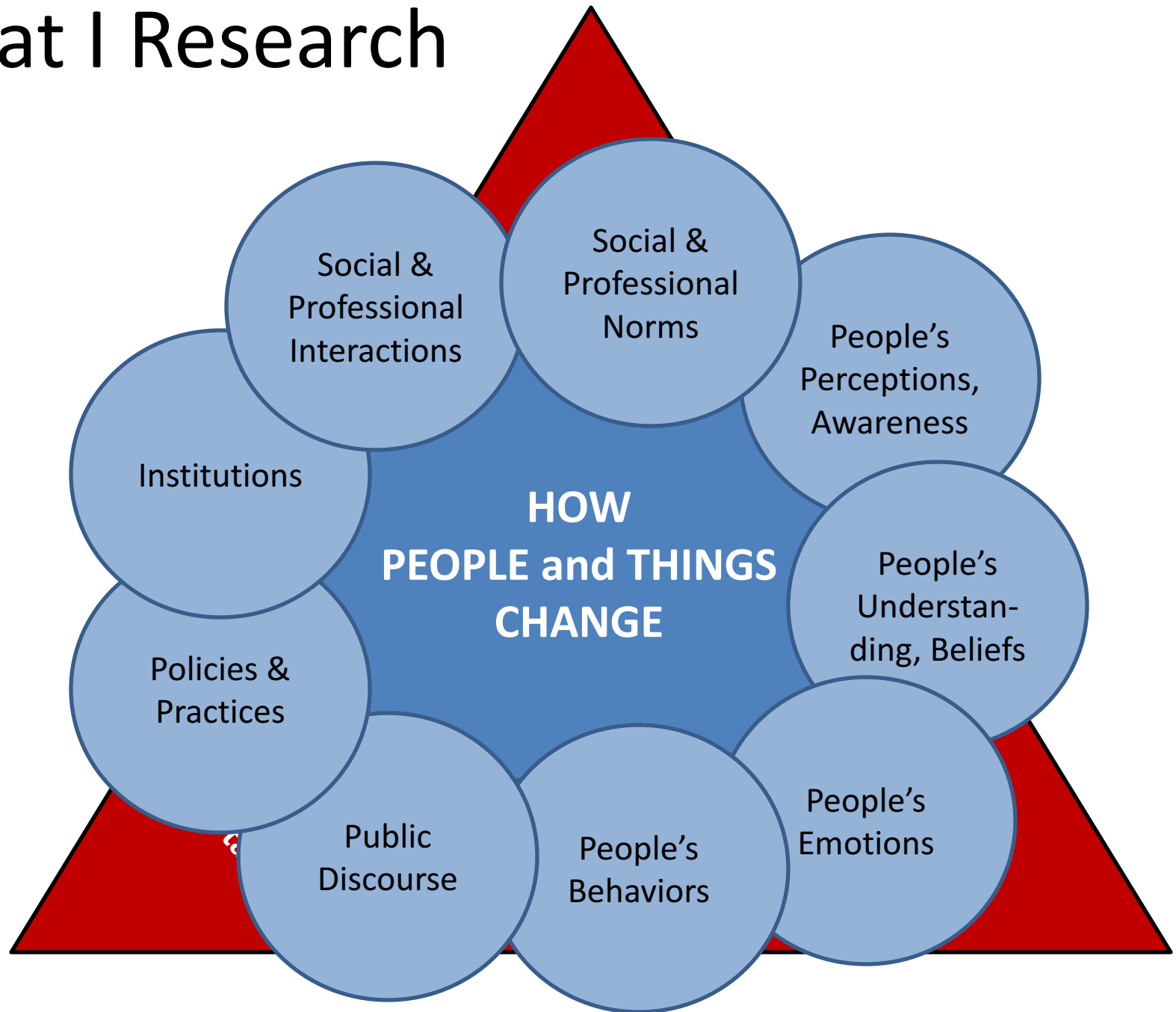
Questioning the World

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What I Research



Flavors of Social Science Research

Vanilla:

Exploratory research

Strawberry:

Descriptive research

Chocolate:

Explanatory research



The Basic “How-to”

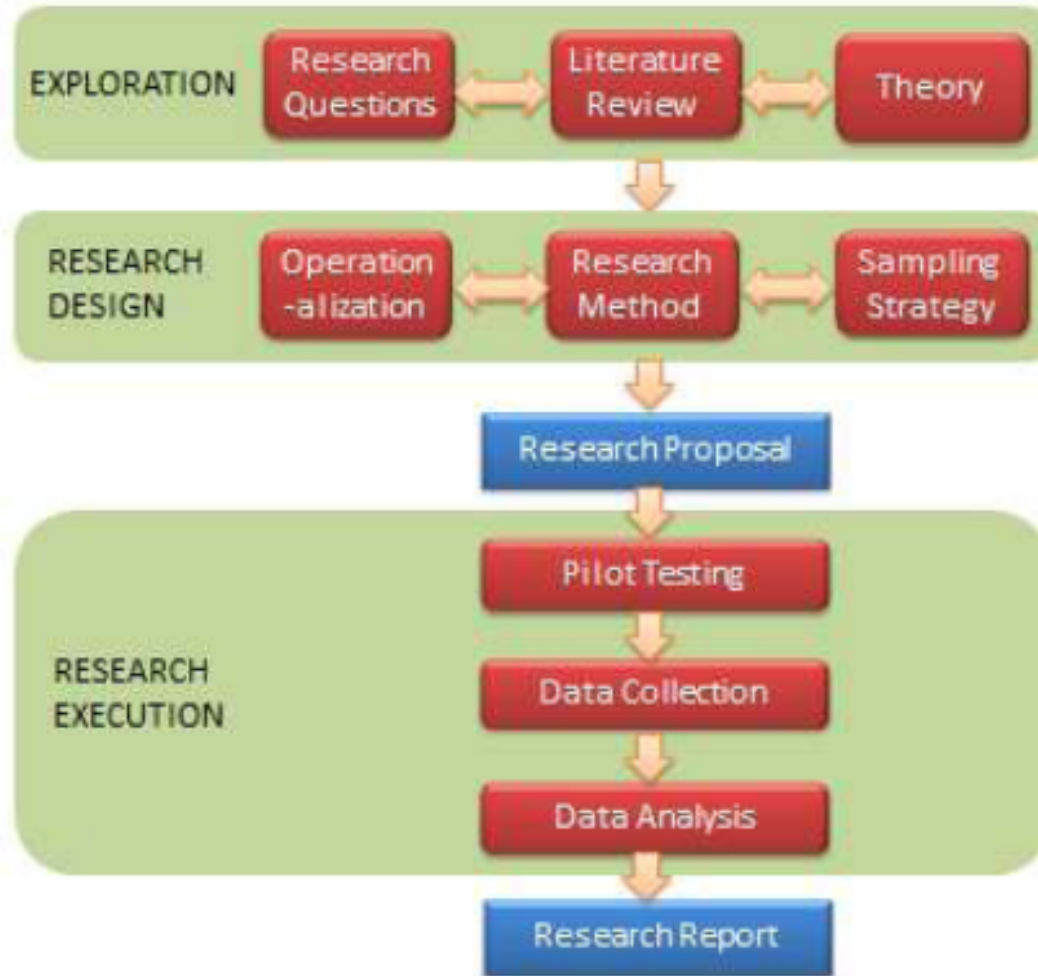
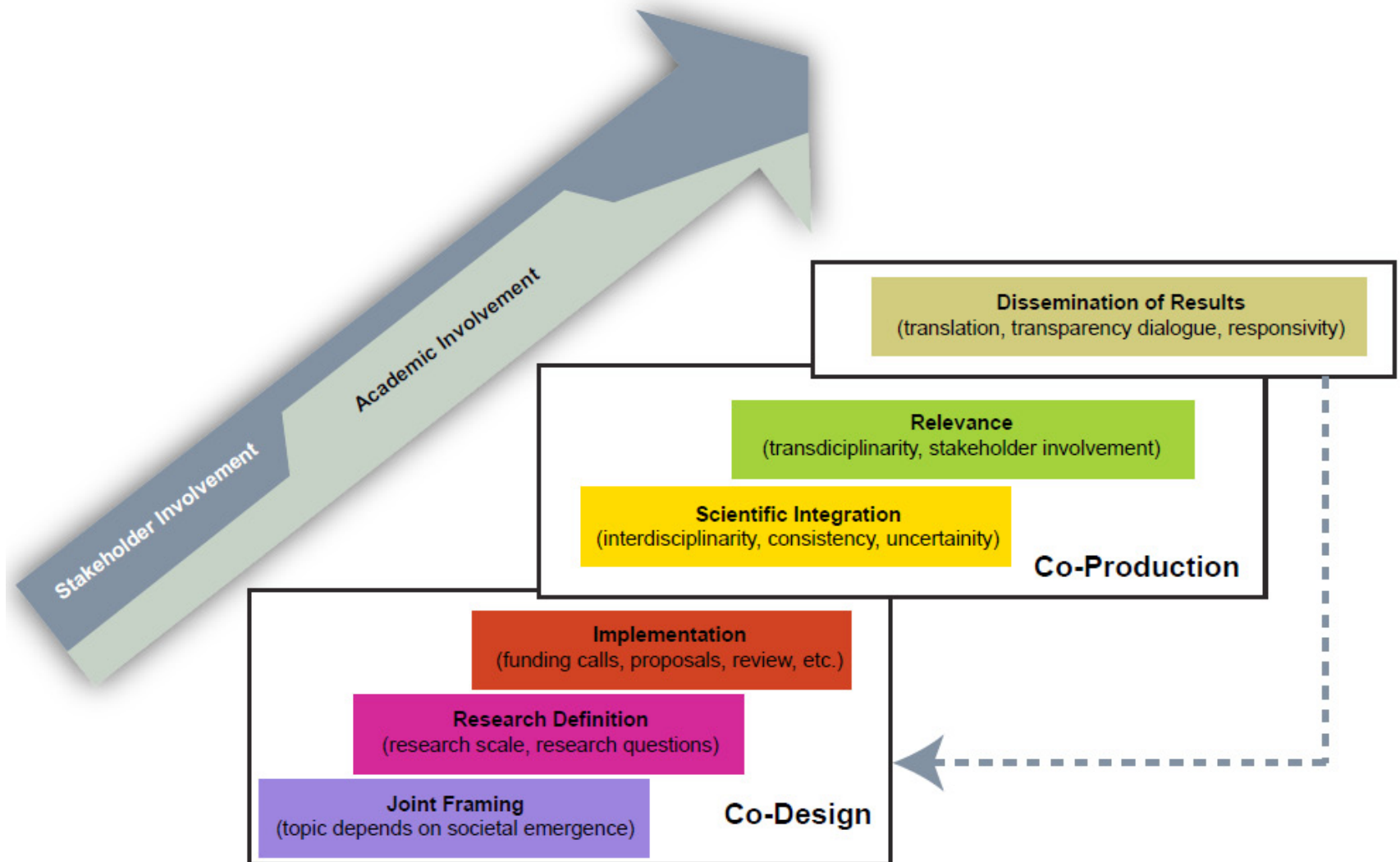


Figure 3.2. Functionalistic research process

Source: Bhattacharjee (2012)

Don't Go It Alone

(if you want it to matter in the real world)



Methods I've Used

In-depth interviews

Focus groups

GIS (secondary data analysis)

Media analysis

Participant observation

Mail surveys

Document analysis
(policy documents)

Action research

Visualization experiments

(Comparative) Case Studies

Analysis of audio/video recordings

Web-based surveys

Ethnographic research

What I Have Learned...

- **Questions:** Consider going to “the next aisle” in the library
- **Skills:** Almost everyone can do math, but can they listen, observe, reflect???
- **Data:** The unseen and unspoken constitute key data
- **Significance:** You got to work hard to go beyond confirming common sense
- **Interpretation:** Question everything they say, and everything you think