Field Research

- Mode of data collection
- Observe social behavior in natural setting
- Understand social processes
- Survey vs. field research
- Richard La Piere & anti-Chinese hostility
- Where appropriate?

Roles of observer

1) Complete participant (full participant; covert research)
2) Participant-as-observer (full participant; research status known)
3) Observer-as-participant (interacts, but not full participant; research status known)
4) Complete observer (full observer without participation; research status unknown)
Qualitative Sampling Methods

- Quota sample (delineate important component groups)
- Snowball sample (build on small numbers)
- Deviant cases (look to nonparticipants for insights)

Field research

- Data collection: immersion and observation
- Qualitative interviewing: general plan but responsiveness to interviewee
- Field notes: write down everything
- Full picture of social setting and social processes
Advantages

- Study nuances in behavior
- What people say they do vs. what they do
- Complete understanding of social process
- Cheaper!

Disadvantages

- Problems with observing
- Dangers of ethnocentrism
- Selective perception
- Interdependence of observation and inference
- Lack of generalizability