

Paper 1 Revision: Research Methods

Key terms for this section of the paper	<i>Think: which key terms am I not confident with? What evidence can I add?</i>
Unstructured interviews strengths and weaknesses	
Structured interviews strengths and weaknesses	
Covert observation strength and weaknesses	
Overt observation strengths and weaknesses	
Pilot study strengths and weaknesses	
Questionnaire strengths and weaknesses	
Qualitative data	
Quantitative data	
Longitudinal studies strengths and weaknesses	
Reliability	
Representativeness	
Validity	
Sample	
Sampling frame	
Sampling methods	

Key questions to practise from this section of the exam

Issues in Research
Practical

Ethical

Theoretical

Key questions you need to know: What is social research? What are the different types of data? What are the different primary methods? How do sociologists select a sample?

Describe what is meant by a longitudinal study. [2]
Describe what is meant by a pilot study. [2]
Describe what is meant by quantitative data. [2]
Describe what is meant by qualitative data [2]
Explain two ethical issues that interviewers may have faced in carrying out their research. [4]
Explain two practical issues that interviewers may have faced in carrying out their research. [4]
Discuss the usefulness of interviews in research. [12]
Discuss the usefulness of questionnaires in research. [12]
Discuss the usefulness of observation in research. [12]

Tasks: Complete the key terms, with evidence. Practise the questions in your pink assessment books. Come up with your own questions based on the key terms and styles of questions. Attempt these questions and discuss your answers with the person sitting next to you. Make a mind map/ key term cards.