

Secondary Sources

P.E.T.	Advantage	Disadvantage
Practical Time, Research Opportunity, Money, Access to Participants, Personal Characteristics of researcher		
Ethical Deception, Right to Withdraw, Informed Consent, Social Sensitivity, Protection from Harm		
Theoretical Positivist or Interpretivist Quantitative or Qualitative Reliable or Valid Generalisability		



McRobbie (1994): Content Analysis

Magazines such as Jackie in the 1970s emphasised the importance of getting married whereas nowadays priorities have changed & women are faced with more positive role models within the media.

What issues might McRobbie have faced in accessing magazines over the time period?

Why might positivists criticise McRobbie's conclusions?

Methods in Context Link

Historical and Personal Documents

Key Study

Thomas and Znaniecki

P.E.T.	Advantage	Disadvantage
Practical Time, Research Opportunity, Money, Access to Participants, Personal Characteristics of researcher		
Ethical Deception, Right to Withdraw, Informed Consent, Social Sensitivity, Protection from Harm		
Theoretical Positivist or Interpretivist Quantitative or Qualitative Reliable or Valid Generalisability		

A study of Polish migration to the USA based on first hand accounts from letters, diaries, etc. - letters from Polish peasants to relatives in America; the archives of Polish newspapers; periodicals of Polish emigres - as well as (a few) life-histories obtained through interview. One autobiography running to 300 pages. (Some might suggest that both life-histories and oral histories are examples of the 'documentary method' although dependent on memory rather than documents). The material was analysed to show the social changes in rural Poland, the efforts of the emigrating peasants to retain their cultural identity and their eventual imperfect integration into American society.

What issues might Thomas and Znaniecki have had in gaining access to these letters?

Why might interpretivists look to personal documents to investigate the issue?