

RESEARCH METHODS



QUESTIONNAIRES

Written questions used to collect data from lots of people quickly.



INTERVIEWS

Researchers ask questions directly to explore views and experiences in more detail.



OBSERVATION

Watching people in social situations to study behaviour as it happens.



OFFICIAL STATISTICS

Existing numerical data from sources such as the government or schools.



DOCUMENTS

Using existing written or visual sources such as reports, letters or media.



The Sociology Guy
helping students understand society