

Major Research Designs

Table 2-3

Method	Examples	Advantages	Limitations
Survey	Questionnaires; Interviews	Yields information about specific issues	Can be expensive and time-consuming
Observation	Ethnography	Yields detailed information about specific groups or organizations	Involves months if not years of labor-intensive data gathering
Experiment	Deliberate manipulation of people's social behavior	Yields direct measures of people's behavior	Ethical limitations on the degree to which subjects' behavior can be manipulated
Secondary Analysis	Analysis of census or health data; Analysis of films or TV commercials	Cost-efficiency	Limited to data collected for some other purpose

Source: Schaefer, p. 41