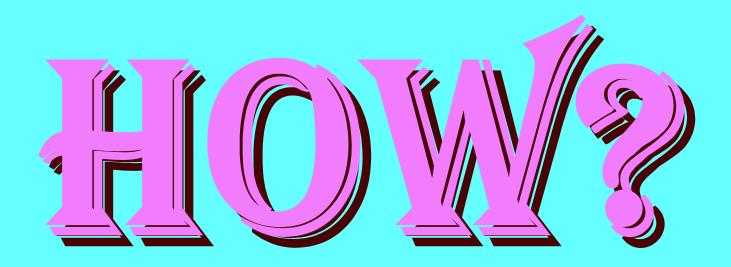
What is
Social Science
Research?



What is Social Science Research

"Social research is a process in which people combine a set of principles, outlooks, and ideas (i.e. a methodology) with a collection of specific practices, techniques, and strategies (i.e. a method of inquiry) to produce knowledge."

-Neuman, p. 2

Goal of Research

Production of Knowledge

Alternatives to Scientific Research

- (1) Authority
 Expert or Credential-based knowledge
- (2) Tradition
 Time-based knowledge
- (3) Common Sense Community-based knowledge
- (4) Personal Experience
 Judgment-based knowledge
- (5) Media Myths
 Selective knowledge

Distinguishing Characteristics of Scientific Research vis a vis Other Knowledge Systems

- (1) Systematic, Based on Procedure
- (2) Precise, Careful
- (3) Open to Challenge from Others
- (4) Rooted in a Theoretical Tradition
- (5) Demands <u>Evidence</u> to Support Claims

Distinguishing Characteristics of Social Science Research

- (1) Frequently Deals with Self-Aware Subjects
- (2) Value-Laden
- (3) Uses a variety of paradigms or methodological approaches

Who Does Research?

Professors in Universities

Researchers in Government Agencies

"Think Tanks" and Policy Institutes

Who Uses Research?

Scientists for Basic Knowledge

Government for Policy Development

Businesses for Marketing Decisions

Community Groups to Understand the Needs of Local Residents

How Do Ordinary People Benefit From Research?

Group Participation

Through the Media & News Organizations

Through Educational Institutions

What are DATA?

Data are the empirical evidence or information that one gathers carefully according to rules or procedures.

-Neuman, p. 7

Where Do We Get Data?

Quantitative Data Survey

Qualitative Data
Participant-Observation