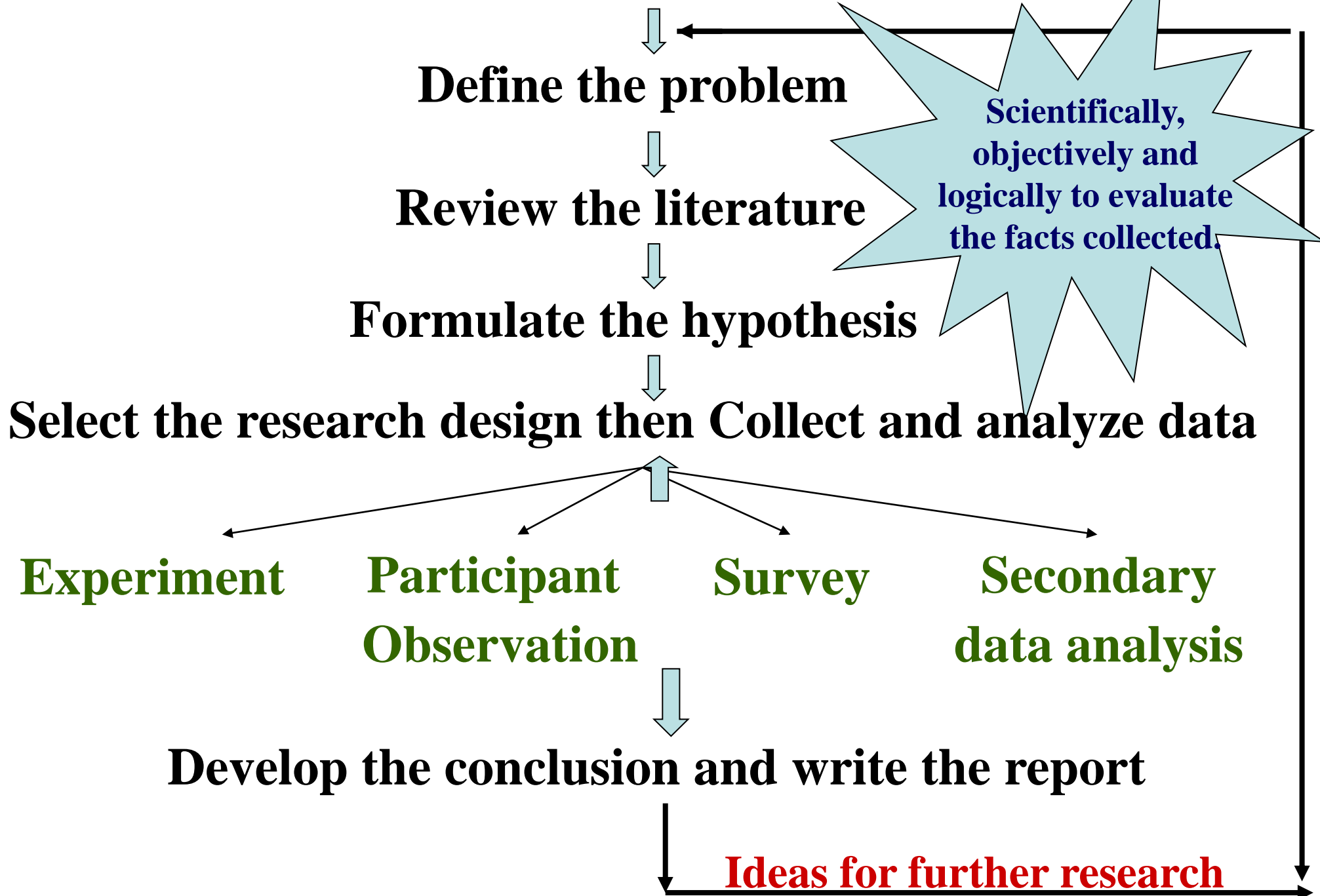


Social research is a scientific process

- It involves the systematic collection of methods to produce knowledge.
- It is objective.
- It can tell you things you do not expect.
- It consists of theory and observation.
- Sometimes called 'soft sciences' because their subject matter (humans) are fluid and hard to measure precisely.
- It is an empirical research – i.e. facts are assumed to exist prior to the theories that explain them.

Scientific Research Method



Assemble together: Ten steps in Social Investigation

- 1. What is your topic?**
- 2. What have others already learned?**
- 3. What-exactly-are your questions?**
- 4. What will you need to carry out research?**
- 5. Are there ethical concerns?**
- 6. What method will you use?**
- 7. How will you record the data?**
- 8. What do the data tell you?**
- 9. What are your conclusions?**
- 10. How can you share what you've learned?**

