

SELF-REPORT STUDENT PROFORMA

For your study of the Social Approach, you need to carry out a SELF REPORT (questionnaire or interview) gathering QUANTITATIVE & QUALITATIVE DATA. You need to ANALYSE this data and draw out key THEMES. Finally, you should EVALUATE your research.

- Your self report research should investigate some aspect of SOCIAL IDENTITY: how do people feel about a social group they belong to and to people who are not part of that social group? What stereotypes do they have?
- You can carry out this research in PAIRS or INDIVIDUALLY.
- Carry out tasks 1-5 in order and, after your teacher has approved it, finish tasks 6-7

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| RESEARCH QUESTION: | |
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| 5 | ABSTRACT | <p><i>An abstract is a summary of your research: what your research question was, your sample and procedure, your findings and conclusions. It appears at the START but you usually write it LAST</i></p> |
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| 1a | CLOSED QUESTIONS |
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| | <p><i>You should include 3-4 CLOSED questions that gather QUANTITATIVE data. These should be of TWO types:</i></p> <p><i>Multiple Choice</i></p> <p><i>Yes/No</i></p> <p><i>Rating scale</i></p> <p><i>Likert Scale</i></p> <p><i>Semantic Differential Scale</i></p> |
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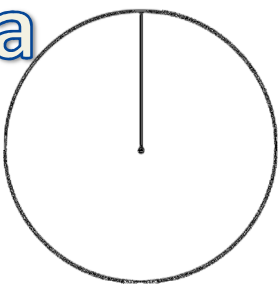
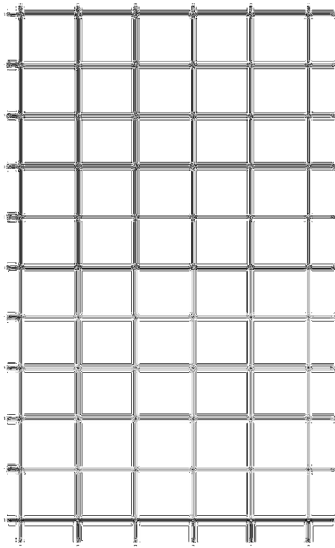
| 1b | OPEN QUESTIONS |
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| | <p><i>You should include at least one OPEN question that gathers QUALITATIVE data. Remember that "WHY" or "HOW" produce better responses than "WHAT" or "WHEN"</i></p> |
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| 2a | SAMPLING FRAME |
| | <i>Who is your TARGET POPULATION (the large group you are drawing your sample from) and what are the SAMPLE CHARACTERISTICS (how many people, sex, age, etc)</i> |
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| 2b | SAMPLING TECHNIQUE |
| | <i>How did you recruit your sample?</i> <i>Opportunity</i> <i>Self-selecting (Volunteer)</i> <i>Random</i> |
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| 3 | PROCEDURE |
| | <i>How did you carry out your research? Where did you go and when? How long did it take? What equipment was used? What instructions were given? How did you debrief afterwards?</i> |
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| 4a | <h2>FINDINGS</h2> | <p><i>INTERPRET your data: that means giving percentages, means and modes. You could work out standard deviations. Draw THEMES from the qualitative data. And state CONCLUSIONS. DON'T report raw data.</i></p> |
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| 4a | <h2>GRAPHICAL DATA</h2> | <p><i>Use TABLES to show your interpretations. PIE CHARTS are good for percentages. BAR CHARTS show means. FREQUENCY HISTOGRAMS show frequencies.</i></p> | |
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6a

EVALUATE GENERALISABILITY

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Reflect on your SAMPLE. How representative was it? How could it be improved? Could the sampling technique be done better?

6b

EVALUATE RELIABILITY

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Reflect on your STANDARDISED PROCEDURES. How replicable were they? What variables might be different? What could be done about that?

6c

EVALUATE APPLICATIONS

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Reflect on the USEFULNESS of this research. Who might benefit from it? What does it suggest should be changed or improved in the world?

6d

EVALUATE VALIDITY

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Reflect on your FINDINGS – how truthful are they? Which questions were vague or leading? How could your interpretation be biased? What questions were missing? How could they be improved?

6e

EVALUATE ETHICS

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Reflect on the ETHICAL GUIDELINES. Do respondents give informed consent? Were they debriefed? Could any questions be considered intrusive or insensitive?

