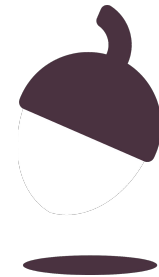


Citizenship

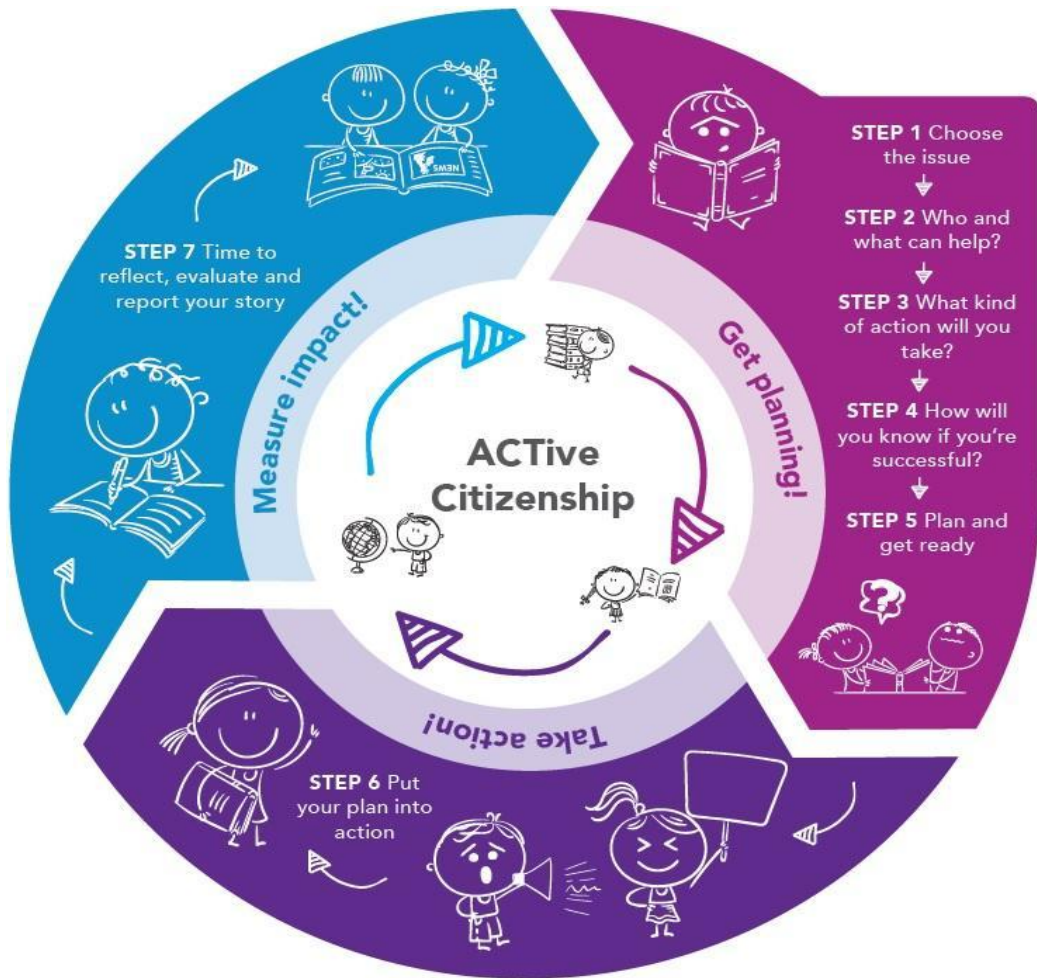
# How can we carry out the research for our Active Citizenship Project?

## Downloadable Resource

Mrs Baker



**OAK**  
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**Firstly think about the following questions:**

<b>Question</b>	<b>Discussed?</b> ✓	<b>Answer</b>
1. What are we trying to find out in our action?		
2. What documents might we need to research?		
3. Whose views do we need to get?		
4. How many respondents will we have?		
5. How will we choose our respondents?		
6. Will we use different research methods for different kinds of respondents?		
7. How much time and people-power will we allocate to research?		
8. How will we analyse the data we collect?		
9. Who will analyse the data?		
10. How will we use the results of our research?		
11. Who will help us with the research methods?		



## Research Techniques

### 1. Face-to-face unstructured interviews

- The interviewer interviews one person at a time.
- He/she has a number of key questions to ask, but can add extra questions if new topics come up, and to gather background information.
- The interview is often sound recorded.
- This technique is useful for small numbers of key people and can provide very valuable and detailed information.
- It is not suitable for large numbers of respondents because it is very time-consuming and difficult to analyse.

### 2. Questionnaires and surveys

- Written questionnaires are prepared for use with a large number of people.
- The questionnaires consist of a mix of 'open' and 'closed' questions. Open questions give the respondents a chance to express their own views, whereas closed questions give a choice of answers to tick. It is much easier to analyse the responses to closed questions (simple counting) but open questions provide more detail.
- Researchers try to get a cross-section of respondents (i.e. a good mix of ages, genders, social classes, educational backgrounds etc.).
- The questionnaire can be filled in by the respondents themselves (sometimes online) or used during a street interview.



### 3. Observation

- Observation involves watching and recording what happens during an event.
- The researcher does not take part in the event.
- It can include systematically counting the number of times something happens and noting who did what. Charts and diagrams, video and audio recording can be used to record what happened.
- The technique is useful for research into the social behaviour of different groups.

### 4. Focus groups

- A focus group is usually quite small – no more than 12 people.
- The group can consist of a well-selected cross-section of people – different ages, ethnicities, social classes and levels of education, but the make-up of the group often depends on the topic.
- The researcher may use follow-up questions to clarify answers.
- The focus group is usually recorded, sometimes with video.
- Advertising companies and political parties use this technique to find out what people's reactions might be to a new product or policy.

