

Research tools in  
anthropology for formulation  
of research and programme  
design.




# What are Research Tools?

- Anything that becomes a means of collecting information for your study is called a **research tool** or a **research instrument**. For example, observation forms, interview schedules, questionnaires, and interview guides **are** all classified as **research tools**.



# Focus groups

- A **focus group** is a gathering of deliberately selected people who participate in a planned discussion intended to obtain consumer perceptions about a particular topic or area of interest in an environment that is nonthreatening and receptive. **Focus groups** are a collective on purpose. It is a quantitative method of research analysis..

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- Focus groups are often used to assess whether a new social program or social service being considered is really needed in a community. In a focus group, typically 5-15 people are brought together in a private, comfortable environment to engage in a guided discussion of a specified topic.
  - Participants in focus groups are not likely to be chosen using probability sampling techniques.
  - They are more likely to be selected using purposive sampling based on their relevancy to the topic being discussed.

# Advantages

- They are inexpensive, generate speedy results and offer flexibility for probing.
- The group dynamics that occur in focus groups can bring about aspects of the topic that researchers may not have anticipated and that may not have anticipated and that may not have emerged in individual interviews.



# Disadvantages

- The representativeness is questionable.
- Perhaps those who participate or who are the most vocal are the ones with the biggest axes to grind about the program, the ones most satisfied with it, or those most eager to curry favor with program providers.

# Observations

- Its a method that employs vision as it means data collection.
- It implies the use of eyes rather than of ears and the voice.
- Observation is always direct while other methods could be direct or indirect.
- It determines reality from the perspective of observed person himself.
- Observation involves some controls pertaining to the observer & to the means he uses to record data.



# Recording observations

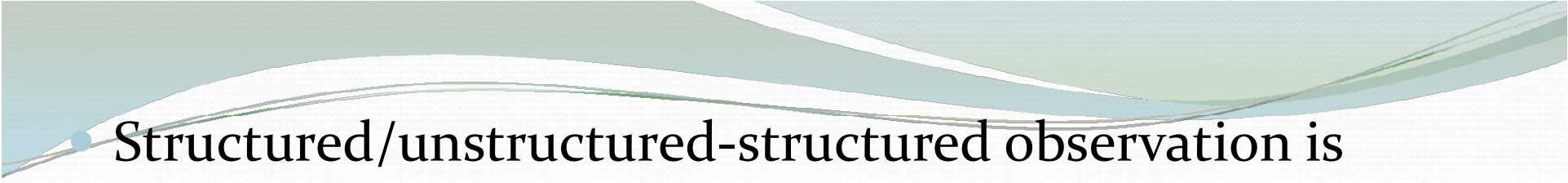
- The aims and philosophical roots of qualitative inquiry mandate that the respondents answers should be recorded as fully as possible .
- Tape recording
- Notes
- Advance preparations





# Types of observations

- Participant -its a method in which investigator becomes a part of situation he is studying.
- Non-participant- its a method of observation where the observer remains detached and does not participate in the situation.
- Systematic/Unsystematic-when the observation is explicit and is done by following some certain rules,whereas the latter one does not follows any rules or logic
- Naive/scientific-naive observation is unstructured &unplanned, whereas scientific observation is systematically planned & executed.

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- Structured/unstructured-structured observation is organised & planned which employs formal procedure, has a set of well defined observation categories.
  - Whereas unstructured observation is loosely organised & the process is largely left to the observer to define.
  - Natural /laboratory
  - Open /hidden
  - Direct/indirect- the observer plays a passive role i.e no attempt to control or manipulate the situation , whereas in the latter one the subject is either dead or doesnt want to be the part of study.



# Advantages

- Superior in data collection or non-verbal behaviour.
- Intimate and informal relationship
- Natural environment



# Disadvantages

- Lack of control
- Difficulties of quantification
- Small sample
- Gaining entry
- Lack of studying sensitive issues




# Interviews

- It is a verbal questioning
- It is a method of data collection.
- The information received from the respondent providing insight into the nature of social reality. since interviewer spends most of time with respondents so he understands the feelings more clearly.



# Types of Interview

- Individual- the one in which the interviewer interviews only one person at a time.
- Group – the one in which there are more than one respondent.
- Telephonic-the interviews which happens over a telephonic conversations.
- Structured/unstructured-structured interview has a guide which is a little different from questionnaire and vice-versa.
- Standardised/un-standardised -in standardised answer to each question is determined by set of response categories given for the purpose whereas in the latter one the responses are left open to the respondent.

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- Self-administered v/s other administered- the respondent is supplied a list of questions along with set of instructions for writing answers in appropriate place, whereas in the latter one , the interviewer himself writes answer on sheet.
  - Unique/panel-unique interview is one in which the interviewer collects entire information in interview. In panel ,the interviewer collects information from the same group.
  - Soft/hard-in soft interviews, the interview holds a secondary position in the process of data collection but without any pressure. In hard interviews , it resembles police interrogation.
  - Personal/non-personal



# Advantages

- Quick information
- Proper information
- Flexibility
- Checking validity



# Disadvantages

- The interviewers can hide information or give wrong information because of fear.
- They are most costly or time-consuming.
- A lil less effective for sensitive topics.

# References

- Rubin, A & Babbie, E. Methodology for social work research.
- Research methods



Thank you.