

Prep 4: Qualitative Data - Case Studies and Content Analysis

Primary and Secondary Data

Work through the powerpoint on Psych 205 (<http://www.psych205.com/research-methods-year-1.html>) and complete the following

- **What is a meta analysis?**

- **Primary Data**

Definition:

Strength:

Limitation:

Example:

- **Secondary data**

Definition:

Strength:

Limitation:

Example:

- **Define “Effect size” :**

Case Studies : Case studies are detailed and in depth analysis of an individual, a group, institution or event.

Use the **Research methods pack** and the internet

Task 1 List 10 different sources of information that might be included in a case study. Group these into those which could gather qualitative or quantitative data (some might arguably fit into both)

Qualitative sources

Quantitative sources

Task 2 Read the following examples of case studies and note which topic in your specification you think these case studies link to

1. Clive Wearing (Blakemore, 1988)

In March of 1985, Clive Wearing, an eminent English musician and musicologist in his mid-forties, was struck by a brain infection, herpes encephalitis, affecting especially the parts of his brain concerned with memory. He was left with a memory span of only seconds, the most devastating case of amnesia ever recorded. New events and experiences were erased almost instantly. In addition to this inability to preserve new memories, Clive had a retrograde amnesia, a deletion of virtually his entire past. He retained his music ability and skill, and as a result, challenged the notion of a single long term memory store.

Topic :

2. Little Hans

Hans developed a phobia of horses. His father documented what his son said and passed the information onto Freud to analyse his behaviour. Freud interpreted the boy's behaviour as a problem in the phallic Psychosexual stage. Hans' fascination with his "widdler" was important as Freud explained this to be indicative of the phallic stage of development. Hans enjoyed spending time alone with his mother which Freud argued to be evidence of the Oedipus complex.

Topic:

Task 3 Case studies are idiographic as they focus on the individual and not populations or groups (nomothetic). What do you think is a suggested advantage or disadvantage of this?(refer to generalisability and qualitative vs quantitative data)

Task 4 Which of these are advantages and which are disadvantages of case studies?

	Advantage or Disadvantage?
Rich in detail: Case studies provide great depth and understanding about individuals and acknowledge human diversity.	
The only possible method to use: Case studies allow psychologists to study unique behaviours or experiences that could not have been studied any other way.	

Not representative: As no two case studies are the same, results cannot be generalised to others, therefore generalisation to whole populations is impossible	
Useful for theory contradiction: Just one case study can contradict a theory and necessitate a change in the theory. For example, the Clive Wearing case was important for challenging the idea that LTM is a single unitary store.	
Subjectivity and Researcher Bias: researchers conducting case studies may be biased in their subjective interpretations or methods of reporting, which will question the validity of the findings	
Reliance on Memory: many case studies can be anecdotal and rely on the participants own accounts of what happened and these may not be accurate.	
Longitudinal- Case studies can be longitudinal which means they study behaviour over time	

Content Analysis

Answer the following in full and add to your notes:

1. What sort of data is a content analysis used to analyse?
2. What does this sort of data get turned into?
3. Give 2 example of sources that you could use a content analysis on. One example might be a transcript of an interview.
4. What is meant by coding units?
5. If you conducted a content analysis into violence in films. Give an example of a coding unit.
6. If you conducted a content analysis to find out about the thoughts of a teenager in a diary give an example of a coding unit.
7. Draw flow diagram to show the process of a content analysis

Thematic analysis

1. When should you use a thematic analysis
2. True or false - thematic analysis turns qualitative data into another form of qualitative data
3. True or false – thematic analysis turns qualitative data into quantitative data
4. What are the names of the 6 stages of thematic analysis. Draw as a flow diagram. Be as detailed as you like here. Just the names OR names and descriptions of the stages.