



Co-funded by the
Erasmus+ Programme
of the European Union



In-Cult



Teaching Materials
Small Scale Research
Conducting Research
Zaprokul, Serbia

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

What can we use research for?

In social sciences, in general any research aims to establish **facts** to get to know more information about certain phenomenon, behavior, situation, attitudes, etc. These research of collecting data may have aim **to describe and explain, investigate the relationships** between variables in researcher's focus, **establish causal relationships** between the observed phenomena. We can say that these research examines **correlations** among facts and parameters significant for understanding some occurrence. An outcome in general is generation of knowledge that enables better understanding of researched theme, subject, phenomenon, behaviors, etc.

The easiest is just to describe whatever – some trend, for example, percentage of people who have positive attitude toward something, number of smokers in some population, their structure by gender, by age, place of birth...etc. This is **descriptive research** where we just describing something.

But, if we want to get more information about the connection between two of more phenomena, practices, attitudes, link between attitude and practice that influence some phenomena we must use more complexed analytical technique. And then we talk about **correlational research** (for just establishing that there is some link between two things), **explanatory research** (where we can conclude that some X cause occurrence of Y – one thing is just to say that two things are lined, but completely another when we can say what cause what) , and the most demanding **evaluative research** that combines all mentioned research techniques and give us answer are some program, for example, successful and why, what are the main contributors and obstacles. We must examine descriptive elements, connections of all conditions and occurrences, and causal relations between them.

Traditional methodology of social sciences “distinguishes” quantitative and qualitative research.

We can see this difference on a few level:

1. Data collecting - in quantitative surveys researchers collect quantitative, measurable, numerical data that helps concluding about, for example, extent of certain behavior in the population, or attitude towards the particular issue in a targeted group, etc. But this data hardly can give us deeper insights what some issue means to our respondents, symbolic dimension that explains attitude or practice. This kind of survey usually including a large number of respondents, an independent representative sample that gives us a more precise picture of some social phenomenon, but can also be a small scale one.

Main techniques for data collecting include:

- a. Questionnaire
- b. Content analysis - qualitative data can be converted into quantitative data to measure something

2. On the other hand, qualitative research is more focused onto information about particular phenomenon having in mind informer's perspective, description of practices, situations or attitudes, etc. So, those research have subjective character through glasses of informants.

Observation can be both – qualitative and quantitative depends on research goal – if I am a researcher measuring number of repeated actions it is quantitative, but if I study all the elements that influence the action, including meaning that people give to action, I am doing qualitative data gathering.

All things considered, what techniques or methods we have to use in INCULT project?

What are the goals of our project? Is it, for example, a number of respondents who see some practices as elements of the intangible heritage? Are we interested in their, for example, gender structure, or age structure?

What is the main information we are trying to get? Which elements or categories of intangible heritage they value the most?

Then we can say that this is partly quantitative and partly qualitative research.

So, how to choose a research type? That depends on the purposes and objectives of a research itself. In INCULT project we need to understand how our respondents see and understand intangible heritage, which elements we can promote more, define better, how these elements intervene in larger heritage perspective, such as European heritage. Based on this we've chosen to use different techniques, or research tools that combine numerical data and subjective perspectives of our respondents.

This kind of insights is ideal for designing small scale research. "Small scale", actually, implies the smaller number of informers, but focused on the research subject. In qualitative research, focused on specific theme, phenomenon or other form of practice, the number of respondents is lower because the goal of research is not to give generalizations but to explore researched topic into more details. Quantitative research, on the other hand, provide at least some possibilities for generalizations, meaning that the number of examinees, i.e. sample, is often larger. "Small scale surveys", generally, is a term for quantitative research in which we opt for the smaller sample of examined persons in order to set up wider-scale quantitative research (targeting specific group of population or general population) or to set up qualitative research in which some of respondents could be "extracted" to be interviewed and asked to reflect and elaborate researched topic in more details. We also can extract some issue we detected and give a more detailed observation through interviews, with experts or other relevant actors.

Small scale surveys are often run on an ad-hoc basis to answer a small set of questions or to gather data to measure one specific variable or small set of variables.

In any case, questionnaire is crucial tool for information on socio-demographic characteristics or facts like age, gender, education, and occupation. These questions are followed by sets of questions on various topics relevant to research subject. When formulating questions, we must have in mind the main characteristic of our population, are they “ordinary people”, experts, people with lower education level etc. Questions must follow the logic of targeted group. So, usually in representative sample surveys we just need to keep formulation simple, without big words or understandable notions. Also, it is more desirable to predict as many answers as we can, and to use so called closed questions, with defined categories. That eases data processing. Those questions imply various possibilities for respondent to choose one or more of the offered answers that best describe his or hers’ opinions upon something. But we always need to have at least one “open option” for answering anything that can’t be put in defined categories of answers. Open questions are a valuable source for concluding, but must be coded (or categorized) before processing.

In contrast to this, interviews (technique that is especially used in qualitative research) tend to be like thesis around which communication with the interviewee revolves, that is more like interview guide. This research method demands more skilled interviewer, concentrated on the research topics and respondents’ answers. They have to feel moments, ideal for deeper inspection of the topic but must be cautious about digressions, as well. In interviews, questions are open; interviewer asks questions interviewees use to build their stories. Questionnaires, interview guidelines, consist smaller number of question so the interviewee can be free to dwell on explanations and descriptions.

Survey based on quantitative technique implies different form of asking questions having in mind that the goal is to achieve some possibilities of generalizations.

To be practical for the purposes of the INCULT project, on the basis of general instructions for researching and documenting intangible cultural heritage provided by UNESCO, our group of participants begun drafting a questionnaire for the small-scale survey on the living culture in Serbia. We can share a draft that gives some hints about our work in progress.

Through questionnaires we’ll get quantitative data on elements of intangible culture heritage that our respondents value the most, but we’ll have also some qualitative segments that we will elaborate through interviews with professionals. At the end, all partners will have material to choose relevant elements for the planned video game.

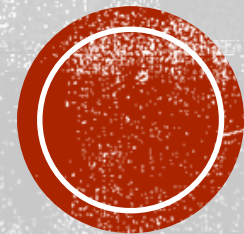
SMALL SCALE SURVEY

Bojana Subasic

Sociologist, Cultural Development Researcher

Center for Study in Cultural Development

Belgrade, Serbia



WHAT CAN WE USE RESEARCH FOR?

- Establish **facts**
 - **Describe**
 - Examine **correlations**
 - Establish **causal relationships**
- **BY GOAL**
 - **Descriptive** research
 - **Correlational** research
 - **Explanatory** research
 - **Evaluative** research



QUANTITATIVE AND QUALITATIVE RESEARCH

- **By the type of data collecting**
 - Questionnaire
 - Observation and Content analysis – quantitative and qualitative
- **By processing and analyzing data**
 - Numerical
 - Narrative
- **By paradigm** – positivist paradigm that the same scientific rules apply to natural and social sciences VS human activity is completely different than inanimate world based on subjectivism and understanding



WHAT DO YOU THINK WHAT TECHNIQUES OR METHODS WE HAVE TO USE IN INCULT PROJECT?

- **Goals? What we want to get from this project?**
 - Information?
 - Numbers?
- **Other elements in the data collection framework?**
 - Conventions?
 - Other legal documents?
 - Experts' analysis?
 - Professionals' opinion?



COMBINATION OF TECHNIQUES

- Questionnaire
- Interview
- Content analysis

▪ **SMALL SCALE SURVEY**



DO YOU KNOW WHAT ARE THE MAIN CHARACTERISTICS OF A SMALL-SCALE SURVEY?

SAMPLE?

- Sample
 - Random sampling – large, representative
 - each unit has an equal probability of being chosen into the sample
 - Non-random sampling – convenient, quota, intentional, volunteer, snow ball
 - deliberately choosing units into the sample



TYPE OF INFORMATION

- Quantitative research lead to (possibilities of) generalizations
- Qualitative research give deep inspection
 - **Small scale survey an opportunity to build framework and direction in making conclusions**

