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# Activity 1-1

## Research Persona Log

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To get started in understanding who you are as a social researcher, consider the following questions and jot down some responses:

### Qualitative and Quantitative Research

When explaining the significance of a particular social event or occurrence, is it more important to present the 'hard numbers' about the event in the form of statistics and percentages; a *Quantitative* account,

OR

Is it more important to provide a 'narrative' description of the event or occurrence, by painting a 'picture with words'; a *Qualitative* account.

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### Existing Data and Created Data

Would you feel comfortable seeking insights directly from the community; to 'create' data through dialogue, surveys and observation with community members?

OR

Would you prefer to work with 'existing' sources of data, including reports, academic research findings and similar other documentation?

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### Points to Note...

The *Module 1-1 Video* introduced two major paradigms of social research:

- Qualitative Research
- Quantitative Research

Although the distinctions between these two approaches to research will be explored in further detail in the *Module 1-2 Video*, this Activity is interested in mapping your dispositions toward research as it might apply to Qualitative and Quantitative approaches.

### The Task

This task requires you to contemplate the questions according to the orientations that Qualitative and Quantitative research prescribe. Don't try to pre-empt your responses- there are no 'right or wrong' responses here- but respond to each question according to how you understand the world and the forms of data that make most sense to you.

Social Research Toolkit:

using social research in local government  
community engagement