
Activity 1-2

Social Research Matrix

To further consider your Research Persona, situate yourself on the following Social Research Matrix. Where do you fit?

Qualitative and Quantitative Research

- If you tend toward Qualitative Research, you will oscillate toward the left side of the Matrix
- If you tend toward Quantitative Research, you will oscillate toward the right side of the Matrix

Created and Existing Data

- If generating *Created* data appeals to you, you will oscillate toward the lower half of the Matrix
- If reconsidering *Existing* data appeals to you, you will oscillate toward the upper half of the Matrix

The Social Research Matrix

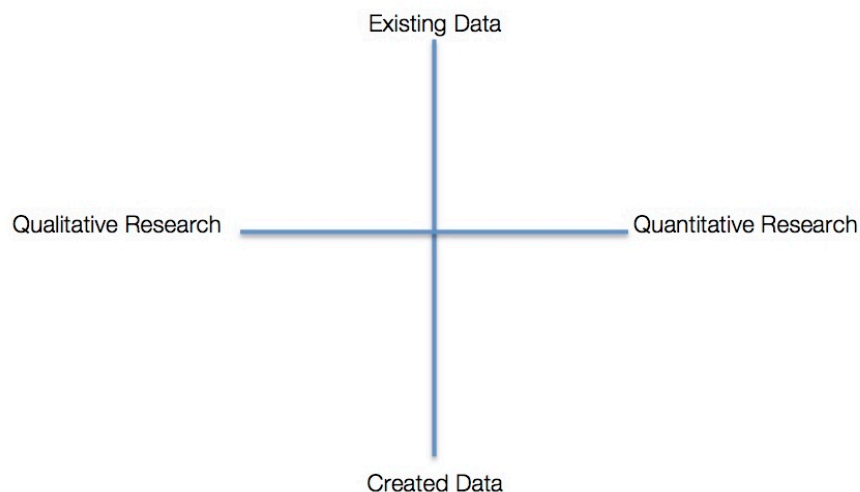
Mark a place on the Matrix where you feel you sit in terms of the generation of social research.

Points to Note...

The *Module 1-1 Video* and *Module 1-2 Video* introduced ways of considering your Research Persona. This consideration of the researcher's place in the practice of social research is key, and will include consideration of the type of research the researcher feels most comfortable conducting and the nature and location of the data this research produces.

The Task

This task requires you to consider where you 'sit' in terms of Qualitative and Quantitative data, Created and Existing data. To gain a sense of the sort of researcher you are, mark a place on the Matrix according to where you feel your Research Persona rests.



Social Research Toolkit:

using social research in local government
community engagement