Questioning the World

Susi Moser, Ph.D.
Susanne Moser Research & Consulting
Stanford University
Flavors of Social Science Research

Vanilla:
*Exploratory research*

Strawberry:
*Descriptive research*

Chocolate:
*Explanatory research*
The Basic “How-to”

Figure 3.2. Functionalistic research process
Source: Bhattacherjee (2012)
Don’t Go It Alone
(if you want it to matter in the real world)

Source: Mauser et al., COSUST, 2013
Methods I’ve Used

In-depth interviews
- Media analysis
- Document analysis (policy documents)
- Focus groups
- Participant observation
- GIS (secondary data analysis)
- Action research
- Visualization experiments

(Comparative) Case Studies

Analysis of audio/video recordings
- Ethnographic research
- Web-based surveys
- Mail surveys
What I Have Learned...

- **Questions:** Consider going to “the next aisle” in the library
- **Skills:** Almost everyone can do math, but can they listen, observe, reflect???
- **Data:** The unseen and unspoken constitute key data
- **Significance:** You got to work hard to go beyond confirming common sense
- **Interpretation:** Question everything they say, and everything you think