**PET: QUALITATIVE SECONDARY DOCUMENTS**

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| **Define the**  **method** | **Pre-existing data that is in a qualitative form e.g. diaries, letters, facebook accounts, photos, sociological research etc.** | | | | |
| **Example(s)** | **Archer ‘University’s not for me, I’m a Nike person’- photodiaries, Willis – diaries kept by the ‘Lads’** | | | | |
| **Circle correct** | **Quantitative** | **Qualitative** | **Positivist** | **Realist** | **Interpretivist** |
|  | **Strengths** | | **Weaknesses** | | |
| **Practical** | >Could be quite inexpensive- data already exists.  >Freedom of Information Act has made it easier to access restricted or non-published information. | | >May be time consuming- number of documents you have to look at could take time.  >Some documents may be stored in archives which you would have to visit- again issues of time/access.  >Access could be challenging- data doesn’t exist, we don’t know if it exists or it hasn’t been published e.g. government documents are often embargoed. | | |
| **Ethical** | >Unobtrusive method because there is no direct human contact.  >Don’t need direct consent from the owners of the material if they’ve given it to a public body. | | >Might need consent/permission to view some documents.  >Some people may not want the information put in the public eye.  >Could be problems with the data having been tampered with e.g. official sources which have been presented in a particular way. | | |
| **Theoretical** | >Researcher can’t influence the behaviour as the document already exists.  >Able to spend time on analysis because have the documents in front of you.  >Valid- may be the only view of the time you have. Also able to compare with others like them and see if their authentic. | | >May not be objective- relying on opinions etc.  >Only gives a snap shot of people’s lives, so lacks validity.  >Problems with not knowing if it is an authentic (real) account.  >Lack reliability- personal and written for a certain reason.  >Social desirability- document perhaps written for an audience. | | |