

Assignment 4

Question 1. You are to study the use of social media. You run a brief pilot and ask 10 people (some of them can be fictional, but get also a few real answers) to answer the following question in writing (so that you do not need to transcribe): Please, tell me how and for what purposes you use YouTube (or chose other things such as Facebook, Instagram, Snapchat or whatever you like)? (Note: you should have 2-3 sentences from each person).

1. How do you analyze the collected textual data?
2. How reliable is your analysis?
3. What could you do to get more accurate results?

Hint: see exercises on pages 302 and 303, after the chapter 11.

Question 2. Please write down:

3 ethical issues that are (or could be) related to your project and propose solutions to these issues and discuss briefly each one.