

existing data analysis: Analysis of data from existing sources of information that were not produced directly by the researcher who uses them.

experiment: Basic approach to social research that entails manipulating an aspect of the environment to observe behavior under different, controlled conditions.

field research: Basic approach to social research that involves directly observing and often interviewing others to produce nonnumerical data.

survey: Basic approach to social research that involves asking a relatively large sample of people direct questions through interviews or questionnaires.