

Chapter 3
Topic 1 Quantitative research methods
Page 162
Activity: Media
Racial discrimination in everyday life

Learning objectives

At the end of this activity you should be able to:

- Identify key features of actor tests as a type of field experiment.
- Evaluate the usefulness of actor tests in sociological research.

A. Watch these two clips and then in pairs answer the questions that follow:

<https://www.youtube.com/watch?v=3DrZDm8XWBI>

https://www.youtube.com/watch?v=h9zoz_plfOg

1. What is the purpose of the research?
 2. What variables is the researcher manipulating?
 3. How much control does the researcher have over the experiment?
 4. Are there any ethical issues associated with the research? Explain your answer.
 5. State whether this research is likely to give each of the following types of data. Explain your answers.
 - a. reliable data
 - b. valid data
 - c. representative data
- B. Using your answers to the questions in part A above, individually write a paragraph summarising the strengths and limitations of actor tests in sociological research.