

## **Concepts for September 29**

### Research Question

#### Five Common Sources of Research Questions:

- Common Sense
  
- Casual Observation
  
- Theory
  
- Past Research
  
- Practical Problems

### Unit of Analysis

### Unit of Observation

#### Four Common Units of Analysis:

- Individuals
  
- Groups
  
- Formal Organizations
  
- Social Artifacts (Products vs. Interactions)

### Cross Sectional Research

### Longitudinal Research

#### Three Types of Longitudinal Research

- Trend Study
  
- Cohort Study
  
- Panel Study

Gross Change

Net Change

Attrition

Panel Replacement