

Roles of observer

- 1) *Complete participant* (full participant; covert research)
- 2) *Participant-as-observer* (full participant; research status known)
- 3) *Observer-as-participant* (interacts, but not full participant; research status known)
- 4) *Complete observer* (observer; not covert, but research status unknown)

Qualitative Sampling Methods

- Quota sample (delineate important component groups)
- Snowball sample (build on small numbers)
- Deviant cases (look to nonparticipants for insights)