

MA in Cultural Astronomy and Astrology
Research Methods: Ethnography and Fieldwork
Questionnaires and the Insider-Outsider debate
Weekly Introduction
Nick Campion

This week covers two topics. First, it will provide some discussion and literature on questionnaire design and, second, it will introduce the insider-outsider debate, which provides a framework for thought and investigation.

Forum Discussion

Blackmore, Susan and Marianne Seebold, 'The Effect of Horoscopes on Women's Relationships', *Correlation*, Winter 2000-1, Vol. 19 no 2, pp. 14-23.

What do you consider the strengths and/or weaknesses of the paper by Blackmore and Seebold?

Reading

1. Questionnaires

The literature on qualitative research is extensive, but there is little directly on questionnaire design.

Nick's Notes

Nick's UAC Questionnaire

(I gave this questionnaire out at the United Astrology Congress in Orlando in 2002 as part of my PhD research. It's not perfect, but it does represent the result of several years of trials. This is far larger than you should do, but you might want to look at the range of questions I asked in line with the week's reading).

Bell, J., *Doing your Research Project* (Buckingham: Open University Press, 2002), chap. 8 ('Designing and Administering Questionnaires').

Burgess, Thomas F., *Guide to the Design of Questionnaires: A general introduction to the design of questionnaires for survey research*, version 1.1, Leeds: Leeds University, 2001.
<http://www.leeds.ac.uk/iss/documentation/top/top2.pdf>

2. The Insider-Outsider Debate

Nick's Notes

Campion, Nicholas, 'Prophecy, Cosmology and the New Age Movement: the extent and nature of contemporary belief in astrology', PhD thesis, University of the West of England, 2004, chap 1. Look for the relevant section on the insider-outsider debate, which is also reproduced in my notes.

McCutcheon, R., *The Insider/Outsider Problem in the Study of Religion: A Reader* (London: Cassell, 1999), Preface (pp vii-viii), General Introduction (pp. 1-11), Introduction (pp. 15-22).

Pearson, Jo, “‘Going Native in Reverse’: The Insider as researcher in British Wicca”, in Arweck, Elizabeth and Martin Stringer (eds.), *Theorising Faith: the Insider/Outsider Problem*, Birmingham: Birmingham University Press 2002, pp. 97-113.

Pike, Kenneth L., ‘Etic and Emic Standpoints for the Description of Behavior’, in R. McCutcheon, *The Insider/Outsider Problem in the Study of Religion: A Reader* (London: Cassell, 1999), pp. 28-36.