

Reflective questions

The use of both qualitative and simple quantitative data collection methods has enabled a more complex analysis of the intellectual puzzle posed (does the internet enable democratization of information?). Can you think of other areas of research where a similar mix might prove beneficial? Reflect on this perhaps somewhat surprising finding that internet-based cancer information is broadly similar to other media in terms of its content and style of representation; that is, it reproduces existing norms of gender relations. Why do you think this might be?

What additional question(s) might you like to ask in a study like this? If the researchers had chosen to ask questions about readership, rather than content and structure, might they have reached different conclusions about the democratizing effect of new media? How might this have been investigated?

Reflective questions

How far do you think this approach does establish validity? How might you ensure that your sample (selection of documents) is representative of all national policy narrative over these years?