

Throughout the history of mankind, human beings have taken different avenues, as it comes to researching methods available. Such methods that, when implemented, grant the researcher the opportunity to garner better awareness of what it is they are attempting to understand. Whether it would involve researching the best approaches to scientific advancement, or taking a more sociological approach, researchers in the field utilize whatever means necessary, in order to complete the task(s) ahead of them.

In this case, two of those options would be norms, as well as observation. In regards to observation, that would entail considering varying factors laid out and for norms, that would be the assessment of those behaviors and influences that would be present within the research group(s). By doing so, possessing the hope of better understanding, in terms of whatever the researcher and/or their team, which to know more about, as well as the chance to gain clarity in terms of choosing the best possible variables to perform the research itself.

From a research standpoint, observation would remain essential, as it came to being an effective method for clear study. In terms of traditional methodology, observation would be possible through the use of visual stimuli. In this case, that could be achieved through the accessibility of materials in both written form, as well as consideration given through the observation of behavioral patterns, that as such, would have been exhibited in test subjects that would have been exposed to differing situations and environments.

An example of research observation, in terms of the physical environment, would be the work performed through the National Oceanic And Atmospheric Administration, or NOAA. A group of researchers, whose purpose it would be, to gather information through observation, that would enable their researcher to be more informative when it came to better understanding the environment that surrounds all of mankind. Giving consideration to such things as geographic area, human caused influences due to behavior, as well as other factors. Located at the end of this paper, a graph obtained through the NOAA's website, would detail the basic structure of NOAA's observation practices, which

in this case, would have to do with the study of the climate and how it may change.

In the case of norms, an example of the practice being implemented, would be the consideration of what would be seen as being normal social behavior. As it comes to norms, in terms of sociological concerns, that would entail the gathering of information from various groups and after doing so, placing the information together in the quest for understanding the behavior patterns of a group over a specific time frame. The graph included at the end would be just one, of many examples, in regards to the issue of research behind the study of norms.

Within the vastly diverse culture of the United States, for example, the methods of research utilized by each culture group present, may have similar roots but also, unique characteristics present at the same time. As time progresses and advances are gained, the purpose of completing such research, would differ but the intentions would remain the same. In earlier days, researchers would be left to rely solely upon the presence of physical gathering of research data.

Often times, completed while on foot and out in the actual environment itself. With the present state of research needs, those are able to be met by utilizing the technological advancements seen in the last 50 or 100 years, such as the telephone and the computer. In the case of the computer, that would also be aided by the dominant presence of the internet. A feature that, in itself, would enable data of all types, to be transmitted at a rate never imagine beforehand. Tools that when used separately, can be beneficial but when used together, can be an even more formidable force.

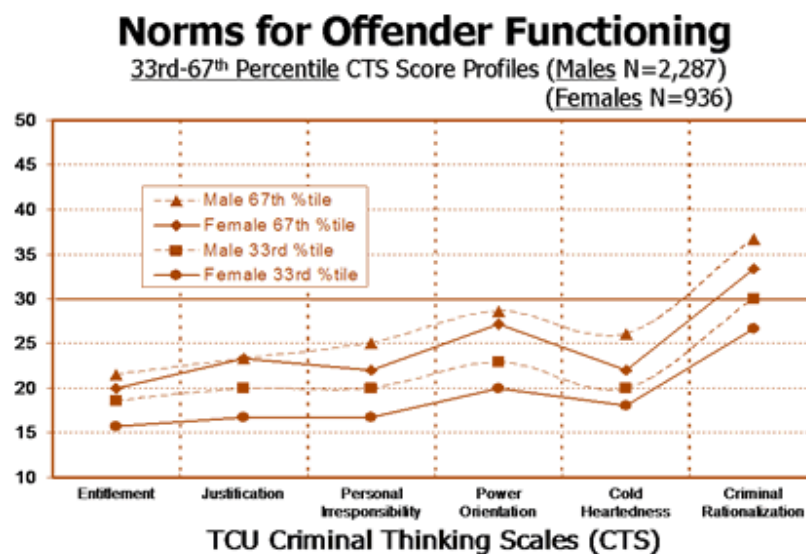
As it came to potential issues that may arise with either specified research variable, in terms of cross-cultural implementation, a foreseeable problem that could very well have occurred, would have been the presence of language, environmental and/or sociological barriers. Such barriers that, while present, would have resulted in the need for modification of research methods so that, as a result, the information gathered would effectively represent the cultural environment and its people that it would have been about. A lack of awareness in terms of realizing the underlying differences in cultural landscapes, would only lead to questionable material as a result.

Despite whatever issues may occur, research would remain the greatest avenue towards fulfillment of learning. The method present that, when performed effectively, enables the best possible picture to come into the greatest focus. Research methods that can transcend cultural differences and societal expectations and give way, to a solid study of Earth and its many inhabitants on all levels of interest. Many variables remain present, in the quest for performing the best possible research. While each may possess similar outcomes, the variables themselves differ in implementation and outcome.

In terms of climate observation, that would remain highly debatable, as researchers would continue to seek the causes of climate change and determine the future of the climate's health. For the sake of considering norms, that may prove problematic, in that while one social group may feel one way about what would be considered as being 'normal', another group may seek to argue that such practices, would in fact not be normal. Everything coming down to being influenced by personal impression and background but with the collective goal, of seeking the strongest path towards understanding the most subject matter available.

Table 1: NOAA Climate Observation Methods	
What does NOAA observe?	How does NOAA observe it?
Ocean temperature, salinity, wave heights, sea level, tides, circulation and others	Satellites, moored and drifting buoys, ocean profiling floats, ocean reference stations, and hydrographic surveys
Atmospheric temperature, pressure, humidity, precipitation, winds, chemical composition and others	In situ, airborne and satellites (i.e., weather balloons, surface sampling, aircraft, and POES/GOES satellites)
Greenhouse gas trends, sources and sinks	Observations and focused field studies
Climate history prior to direct measurements (paleoclimatology)	Tree rings, corals, ice cores, lake and ocean sediments, pollen data and historical documents

(NOAA, p.1).



(Simpson, 2005).

No research method present, would possess the label of being 'perfect' by any means. Instead, as the case often times would be, research of any topic of group, would be done so through the general method of 'trial and error'. The desire to learn more but in that aspect, the need to be keenly aware of the limitations present, whatever they may be, of the variables chosen to use. The research methods available, can typically work well when used individually but also, if used in compilation with at least one other research method, can work off one another and be successful.

With the decades moving on and varying factors remaining in place, variables used for research, can be just as easily discarded from one day to the next and from one research project, to the other. As there are many other options considered, observation and the consideration of norms, remain the most sound and probable. In recent years, in consideration of the US Census, researchers for that study, would typically seek to perform their duties, by taking the approach of sampling the subjects. Most notably, there have been reports that the man in charge of handling the 2010 US Census, exhibits the desire to eliminate the use of sampling for completing the census results. A common argument against sampling, would be the lack of consideration for all sociological groups, while naming a few. With observation and norms, each would serve to best assess the research subjects and resulting outcomes.

References

NOAA. (n.d.). "Table 1: NOAA Climate Observation Methods". National Oceanic And Atmospheric Administration. Source: NOAA Magazine. Retrieved January 7, 2010 from <http://www.magazine.noaa.gov/stories/mag66.htm>

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