Some students at UCLA are vegetarians. What are the values (ideologies, religious norms, moral frameworks) that led them to becoming vegetarians?

Design a mixed methods research study, using two distinct methods that we have learned in the course this quarter which would effectively answer this question.

For the purposes of this assignment, vegetarianism refers to the practice of abstaining from consuming meat.

Please include all of the following points:

1. **Clearly describe, explain, and justify your sampling.**

2. **Describe your methods very explicitly** and precisely, providing clear justification for:
   a. Why you chose each of your particular methods and what type of data or evidence each method would produce.
   b. Why you selected the combination of the two and how the two complement one another.
   c. How you determined the order in which you would carry out your methods in your research design.

3. **Describe precisely how you would implement your methods,** if you were to actually conduct this study. If you use any sort of structured “instrument,” such as an interview protocol, experimental procedure, or questionnaire, attach as an appendix at the end of your exam. If you use unstructured methods, such as participant observation or open-ended interviews, be explicit about what exactly you plan to do, for instance, describing any practices in which you would participate, when, with whom, and how that method would contribute to answering the research question.

4. **Describe the potential findings you would be likely to come up with by carrying out your research design to answer this research question.** Reflect upon the kinds of data you could gather using each of the two methods, individually and together. Discuss the merits and pitfalls to each of your research methods and how, in conjunction, the two methods would enable you to best answer the research question.

You do not actually have to collect any data, but rather think through and discuss how the methods you choose would best answer the research question.

Cite relevant readings, lectures, or discussions to support your research design. Grading will be based on the extent to which you make full, complete, and appropriate use of the concepts from the readings, lectures, and discussions this quarter. Citations to course materials can be simply the author and page, or the date of the lecture or discussion section.

Your answer should be between 4 – 6 pages, double-spaced, in 11 or 12-point font. Appendices (such as questionnaire items) do not count toward this page limit.
Due Tuesday, March 17, 2015 by 4:00pm

- Turn in your exam to the Anthropology Department office, 341 Haines Hall.
- There will be two boxes on the counter for the exams (one for each TA); time-stamp your final exam (time-stamper is located at the front desk of the Anthropology Department office) and place your exam in the appropriate box.
- No late exams will be accepted, so print it out early while you still have time to deal with glitches, and allow plenty of time to get to Haines Hall!
- Make sure your name & section letter appear in the header on each page; please number your pages.
- Proofread your final exam before submitting it!

The main purpose of this exam is to provide you the opportunity to review, integrate, and apply what you’ve learned in the course. Be creative and convincing – and enjoy it!