

Rituals and ceremonies pervade the social life. These take various forms like carnivals or celebrations. In such events there is a continuous interplay of cultural forms and such occasions are often used as expressions of solidarity. Notting Hill Carnival is one such event that has continuously taken place on the streets of Notting Hill since 1965 (Wikipedia). Even though such events evolve to express the sentiments and identity of the people, it has been observed that there is a strong undercurrent of politics and power relations (Cohen, 1980).

Notting Hill Carnival started as a response to the race relations in the UK as a local affair by the West Indian immigrants of the area. Today it is full-blooded Caribbean Carnival attracting millions of people from all over the world. Following the riots at the Carnival in 1976, it had been running peacefully but recently it has given rise to debate and controversies. It has been also observed that the organizers are shirking responsibility and the Royal Parks Agency avoid giving out the place to hold the Carnival (Bryson, 2001). In the wake of such incidences, it has become important to ascertain the sanctity of such events and the social and cultural impact that such events have.

Quantitative method of research would be conducted to gain insight into the impact that this Carnival creates. Quantitative research designs determine the truth value of propositions and allow flexibility in the treatment of data in terms of comparative analysis, statistical analysis and repeatability of data collection in order to verify reliability (Amaratunga et al, 2002). The quantitative approach places great stress on numbers that represent opinions or concepts. Self-completed questionnaires would be sent out to different categories of people. This method of data collection allows the ability for unambiguous quantitative data to be collected (Redmond & Griffith, 2003).

The format will be kept relatively simple and straightforward as there is little control over the respondents' interpretation of questions. Data thus collected would be analyzed through the use of sophisticated software available. Ethical concerns would be kept in mind while designing and also at the time of data collection.

Secondary data would be collected through literature review. A substantive, thorough, sophisticated literature review is a precondition for doing substantive, thorough, sophisticated research (Boote & Beile, 2005). Literature review sets the broad context of the study and demarcates what is and what is not within the scope of the investigation. A bibliography is attached at the end which indicates the literature that would be reviewed prior to sending out the questionnaires.

Draft research questions:

1. How long have you been attending the Notting Hill Council?
2. For how many months in advance do the preparations start?
3. How do you contribute as an individual – monetarily, physically or emotionally?
4. Do all the members in your family participate in it or is there anyone who keeps withdrawn?
5. Do you feel there is any difference in the celebrations over the past ten years?
6. What lessons do you draw at the end of each Carnival?

Bibliography

- Amaratunga, D., Baldry, D., Sarshar, M., & Newton, R., (2002), Quantitative and Qualitative Research in the built environment: application of mixed research approach, *Work Study*, Vol. 15 No. 1 2002, pp. 17-31
- Boote, D. N., & Beile, P., (2005), Scholars Before Researchers: On the Centrality of the Dissertation Literature Review in Research Preparation, *Educational Researcher*, Vol. 34, No. 6, pp. 3-15
- Bryson, S., (2001), Notting Hill Carnival, <http://www.geocities.com/sean_bryson/carn_2001.html> 17 Oct 2007
- Cohen, A., (1980), Drama and Politics in the Development of a London Carnival, *Man*, New Series, Vol. 15, No. 1. (Mar., 1980), pp. 65-87
- Cohen, A. P., (1993), Culture as Identity: An Anthropologist's View, *New Literary History*, Vol. 24, No. 1, *Culture and Everyday Life*. (Winter, 1993), pp. 195-209
- Cohen, A., & Hannerz, U., (1994), Masquerade Politics: Explorations in the Structure of Urban Cultural Movements, *Current Anthropology*, Vol. 35, No. 2. (Apr., 1994), pp. 198-199
- Martin, G. P., (2005), Narratives Great and Small: Neighbourhood Change, Place and Identity in Notting Hill, *International Journal of Urban and Regional Research*, Volume 29.1 March 2005 67-88
- Redmond, E. C., & Griffith, C. J., (2003), A comparison and evaluation of research methods used in consumer food safety studies, *International Journal of Consumer Studies*, 27, 1, January 2003, pp17-33
- Wikipedia, Notting Hill ,Carnival, <http://en.wikipedia.org/wiki/Notting_Hill_Carnival> 17 Oct 2007
- <http://www.nottinghillcarnival.biz/>
<http://www.mynottinghill.co.uk/nottinghilltv/community-carnival-about.htm>
http://scm.oas.org/DOC_SEARCH_ENGINE/ENGLISH/hist_02/cidi00989e02.doc