• **Instructions:** Answer the following essay questions accurately and fully. Use sentences, write clearly, use original examples, and do not use abbreviations.
• (10 points possible each essay.)
1. The **sociological perspective**, as a way of thinking about the world, includes the ideas expressed by the “**sociological imagination**” from C. Wright Mills, “**the beginner’s mind**” from Bernard McGrane, and the concept of “**culture shock**” from anthropology. Define and give **examples** of each of these three terms. Identify and discuss what all three of these concepts have in common.
• Compare and contrast conflict theory with structural functionalism. Pay special attention to the way that each theory views social change.
Essay #3

• Sociologists do research using qualitative methods and quantitative methods.
• Describe the characteristics and an example of each approach. Describe how both qualitative and quantitative methods could be used to study why people divorce.
Science

- A logical system that bases knowledge on direct, systematic observation

Scientific Sociology

- The study of society based on systematic observation of social behavior

Empirical Evidence

- Information we can verify with our senses
Research

1. Curiosity???

2. Create a Question

3. Response (yes or no, male or female, #)

4. Make a prediction about how people will answer the question.

5. Collect data

6. Analyze data

7. Report results
“Science” derived from Latin ‘to know’

Way of asking & answering questions

Scientific thinking reduces emotional reactions

http://www.youtube.com/watch?v=k2MhMsLn9B0&feature=related (Holy Grail)
The Scientific Approach

- Max Weber coined the phrase “value-free sociology”
- Researchers should identify facts without allowing their own personal beliefs or biases to interfere:
  - Religion
  - Racism
  - Sexism
  - Social class
Overview of Research Methods

- **Quantitative Research**: Converts information about the social world into numbers that can be studied mathematically. **Characteristics:**
  - Systematic
  - Objective
  - Deductive
  - Generalisable
  - Numbers
- **Examples**: U.S. Census; GSS
Overview of Research Methods

- **Qualitative Research**: Uses non-numerical data to understand social life:
  - Texts
  - Interviews
  - Photos
  - Recordings
  - Examples: Anne Frank’s Diary; Political Speeches
Qualitative Research

• Characteristics:
  • Systematic
  • Subjective
  • Inductive
  • Not generalisable
  • Analyze Words
The Scientific Method

- Literature Review
- Hypothesis
- Variables
- Operational Definitions

- Helps determine
Steps of the Scientific Method

1. Identify a problem or ask a question
2. Conduct a literature review
3. Form a hypothesis; give operational definitions to variables
4. Choose research design or method
5. Collect data
6. Analyze data
7. Disseminate findings
Concepts, Variables, & Measurement

- **Concept**
  - A mental construct that represents some part of the world

- **Variable**
  - A concept which changes from case to case

- **Measurement**
  - A procedure for determining the value of a variable in a specific case

- **Operationalize**
  - Stating exactly what is being measured
Example

- **Concept**
  - *A mental construct that represents some part of the world* *(Deception)*

- **Variable**
  - *A concept which changes from case to case* *(Frequency of lying)*

- **Measurement**
  - *A procedure for determining the value of a variable in a specific case* *(How often…)*
Example

- **Operationalize**
- Deception=Responses to questions about frequency of various types of lies
  - White lies
  - Lies to protect partner
  - Lies to protect self
  - Lies that might end the relationship
Cause and Effect

- Scientists refer to the cause as the:  
  - *Independent Variable*

- And the effect as the  
  - *Dependent Variable*

- Understanding cause and effect is valuable because it:
  - Allows researchers to *predict* how one pattern of behavior will produce another
Dependent & Independent Variables (Example)

- **Dependent Variable** = Frequency of lying
- **Range**: Never (1) to All the time (7)
- **Independent Variables**:
  - Love
  - Trust
  - Commitment
  - Dependency
  - Expressiveness
Correlation & Causation

- **Correlation**: A relationship between two variables (they change together)
- **Causation**: A relationship where one variable *causes* another variable to change
- **Spurious Correlations**: Two variables appear to be correlated, but relationship caused by a third variable
2/2/12 Spurious Correlation

[Diagram showing the relationship between HEAT, ICC, and CRIME]
Three Criteria for Causation

1. **Correlation**
   - **Positive** (Ice cream consumption increases; Crime increases)
   - **Negative** (SES increases; Infant mortality rate decreases)

2. **Time Order**
   - **Cause** must occur **before** the **Effect**
   - **Independent variable** → **Dependent Variable**

3. **Other possible causes eliminated**
   - No spurious correlations
Research Methods
How do we gather data?

• Several research methods

• Each has benefits & limitations

• Which method works best?
  • Depends on your project
Ethnographic Methods

• Studying people in their own environments
• To understand the meanings they give to their activities
Ethnographic Methods

- http://www.youtube.com/watch?v=FldN8NKjqts&feature=related
Ethnographic Methods

- Ethnography usually has two steps:
  1. Observe a social setting
  2. Researcher creates a written account (*field notes*) of activity
Ethnographic Methods

• In *participant observation*

• Researcher both:

• Observes and

• Becomes a member of social setting (participates)
  • Fraternity
  • AA
Interviews

• *Interviews*: Direct, face-to-face contact with respondents

• Can generate **large amounts** of data

• Researcher identifies *target population*

• Selects a *sample* of people to interview
Interviews: **open-ended questions or closed-ended questions:**

- **Open-ended questions** let respondents talk as much as they’d like about the question
  - What do you think about gay marriage?
- **Closed-ended questions** give respondents a choice of answers
  - “I support gay marriage”  yes or no
Surveys

• Questionnaires administered to a sample of respondents selected from a target population (Quantitative data)

• Survey research tends to look at:
  • Large-scale social patterns
    • Political opinions
    • Marriage rates, divorce rates, crime rates
  • Analyzes data using statistics
Experimental Methods

- **Experiments**: Tests of specific variables and effects
- Performed in a **controlled setting**
  - Laboratory
Experiments often involve:

**Experimental & Control Groups**

- **Experimental group:** Participants receive the experimental treatment or intervention
Experimental Methods

• **Control group**: Participants receive no intervention

• Compare experimental and control group results

• Did intervention have an effect?
Experimental Design

- Pretest
- Random Assignment
- Comparison Group
- Participant Group
- Program
- Posttest
Existing Sources

- Existing Sources:
- Data already collected by earlier researchers:
  - U.S. Census
  - FBI Uniform Crime Report
  - National Health Interview Study
  - GSS
Content Analysis

**Verbal print media** - newspaper, magazines, books, plays

**Visual media** - videos, television, film

**Visual print media** - drawings, cartoons

**Artistic productions** - painting, sculpture, music

**Personal documents** - autobiographies, letters, and diaries
Conducting Sociological Research: Ethics

- Most universities have an *institutional review board* (IRB)
- Group of scholars who review and approve their colleagues’ research proposals
- Make recommendations for protecting human subjects