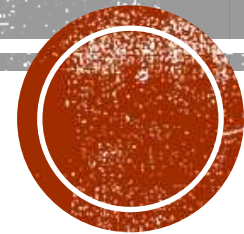


# RESEARCH METHODS OF SOCIOLOGY

Ammons

NPBS



# TYPES OF RESEARCH METHODS

- Survey
- Secondary Analysis
- Field Research
- Experimental Method



# SURVEY

- People are asked a series of questions.
- Sample must be representative (random selection).
- Closed ended questions generally used



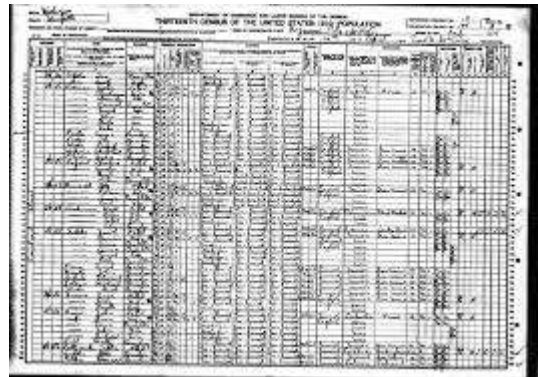
- Questionnaire
- Interview



# SECONDARY ANALYSIS

Official Ballot				
Election for the United States House of Representatives				
District One				
<b>Voting Instructions</b> 1. You only have ONE vote. 2. Place an X in the box UNDER the party for whom you wish to vote.				
Democratic	Republican	Reform	Green	Independent Candidate
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Benjamin Foster	1. Wendy Berg	1. Steven Wong	1. Tom Wartenberg	1. Robert Moll
2. Sam Rosen-Amy	2. Steve Grolnic	2. Deborah Gorlin	2. Juan Hernandez	
3. Colin Volz	3. Sarah McClurg	3. Brad Crenshaw	3. Beata Panagopoulos	
4. Benjamin Pike	4. Gerald Epstein	4. Daniel Czitrom	4. Alice Morey	
5. Megan Gentzler	5. Fran Deutsch	5. Meryl Fingrud	5. Sarah Pringle	

- Using pre-collected information for data collection and research purposes.
- May include government publications, voting lists, prison records, statistics compiled by other sources.





# FIELD RESEARCH

- Research that takes place in a natural (non-laboratory) setting.
  - Case study: thorough investigation of a single group, incident or community.
  - Participant observation: a researcher becomes a member of the group they are studying.



# EXPERIMENTAL METHOD

- Research occurs in a laboratory setting with a minimum of contaminating influences



# CAUSATION IN SCIENCE

## Quantitative Variable

- can be measured and given a numerical value.
  - i.e.: age, income, size



## Qualitative Variable

- identified by membership in a category.
  - An “either/or” or a “yes/no” variable.

Qualitative Data	Quantitative Data
<p><b>Overview:</b></p> <ul style="list-style-type: none"><li>• Deals with descriptions.</li><li>• Data can be observed but not measured.</li><li>• Colors, textures, smells, tastes, appearance, beauty, etc.</li><li>• <b>Qualitative</b> → <b>Quality</b></li></ul>	<p><b>Overview:</b></p> <ul style="list-style-type: none"><li>• Deals with numbers.</li><li>• Data which can be measured.</li><li>• Length, height, area, volume, weight, speed, time, temperature, humidity, sound levels, cost, members, ages, etc.</li><li>• <b>Quantitative</b> → <b>Quantity</b></li></ul>



# CAUSATION IN SCIENCE

- **Independent Variable:** causes something to occur.
  - **Dependent Variable:** changes as a result of a shift in the independent variable.
  - **Intervening Variable:** influences the relationship between the independent and dependent variables.
- **Example:** Poverty (Independent)  Government support program (Intervening variable)  Hunger (Dependent)



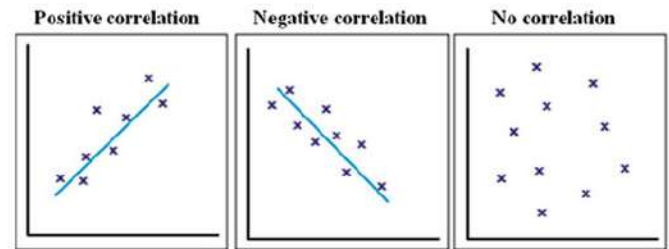


# CORRELATION

- **Correlation:** a measure of how things relate to one another
  - **Positive Correlation:** independent and dependent variables change in the same direction.
    - ↑ Amount of hours spent studying ↔ ↑ grades
  - **Negative Correlation:** independent and dependent variables change in opposite directions.
    - ↑ Time spent watching television ↔ ↓ grades



**Logic: another thing that penguins aren't very good at.**



The points lie close to a straight line, which has a positive gradient.

This shows that as one variable **increases** the other **increases**.

The points lie close to a straight line, which has a negative gradient.

This shows that as one variable **increases**, the other **decreases**.

There is no pattern to the points.

This shows that there is **no connection** between the two variables.

