


SOCIOLoGY 201:
Social Research Design



8. Research Design II

Preview

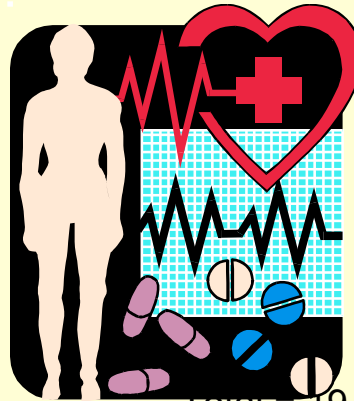
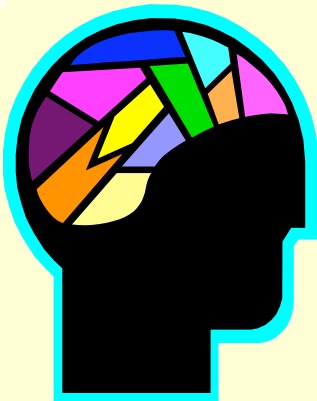


- Review workbooks
- More on units of analysis
- Reductionism
- Ecological fallacy
- Some research techniques
- More GSS/SPSS analyses
- Measuring beer preferences

Reductionism



- Explain phenomena in terms of the wrong units of analysis
- e.g., explaining social phenomena in terms of psychology or



Ecological Fallacy

- Observing a collective unit of analysis and drawing inferences about the smaller units comprising it
- e.g., Study characteristics of cities and draw conclusions about city dwellers



Some research techniques

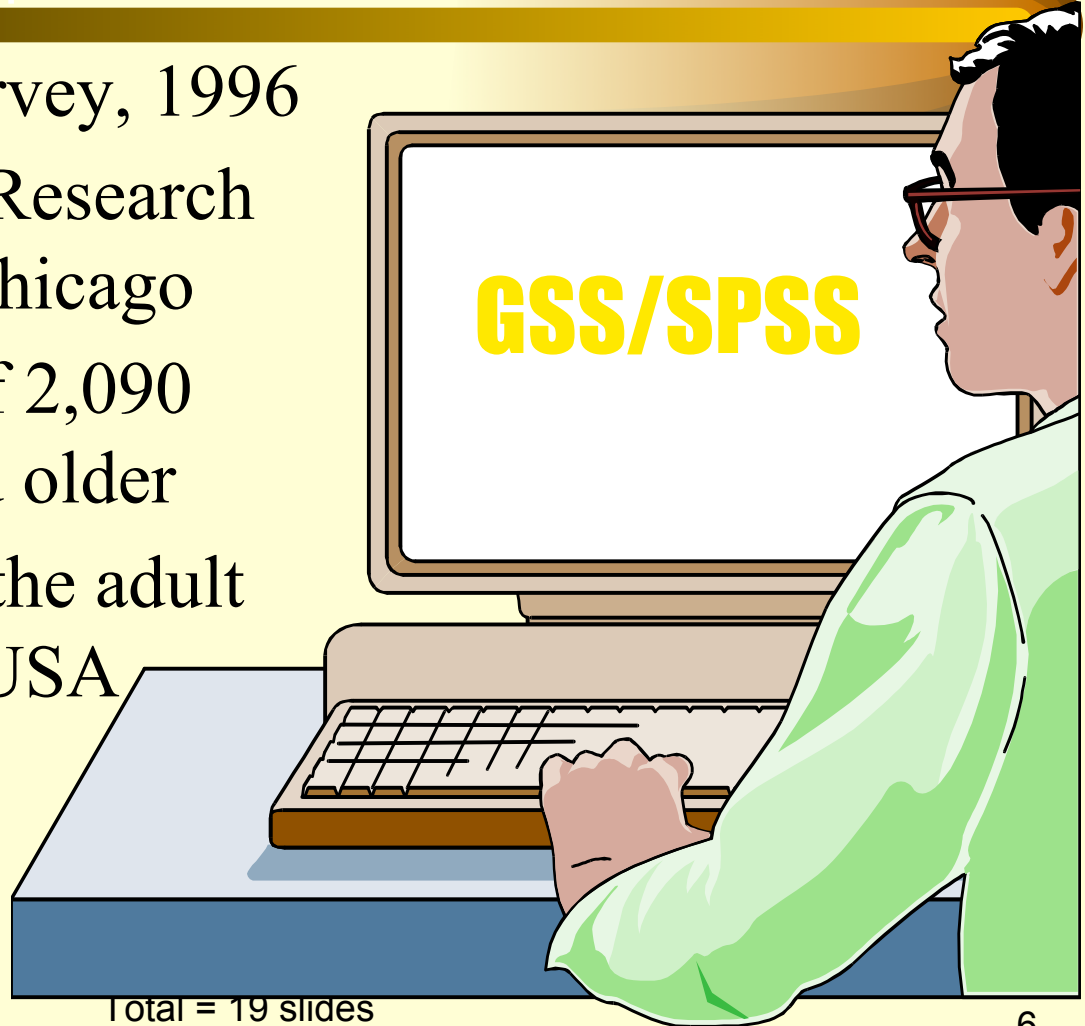
- Field research
- Experiments
- Survey Research
- Historical
- Content analysis
- Existing statistics



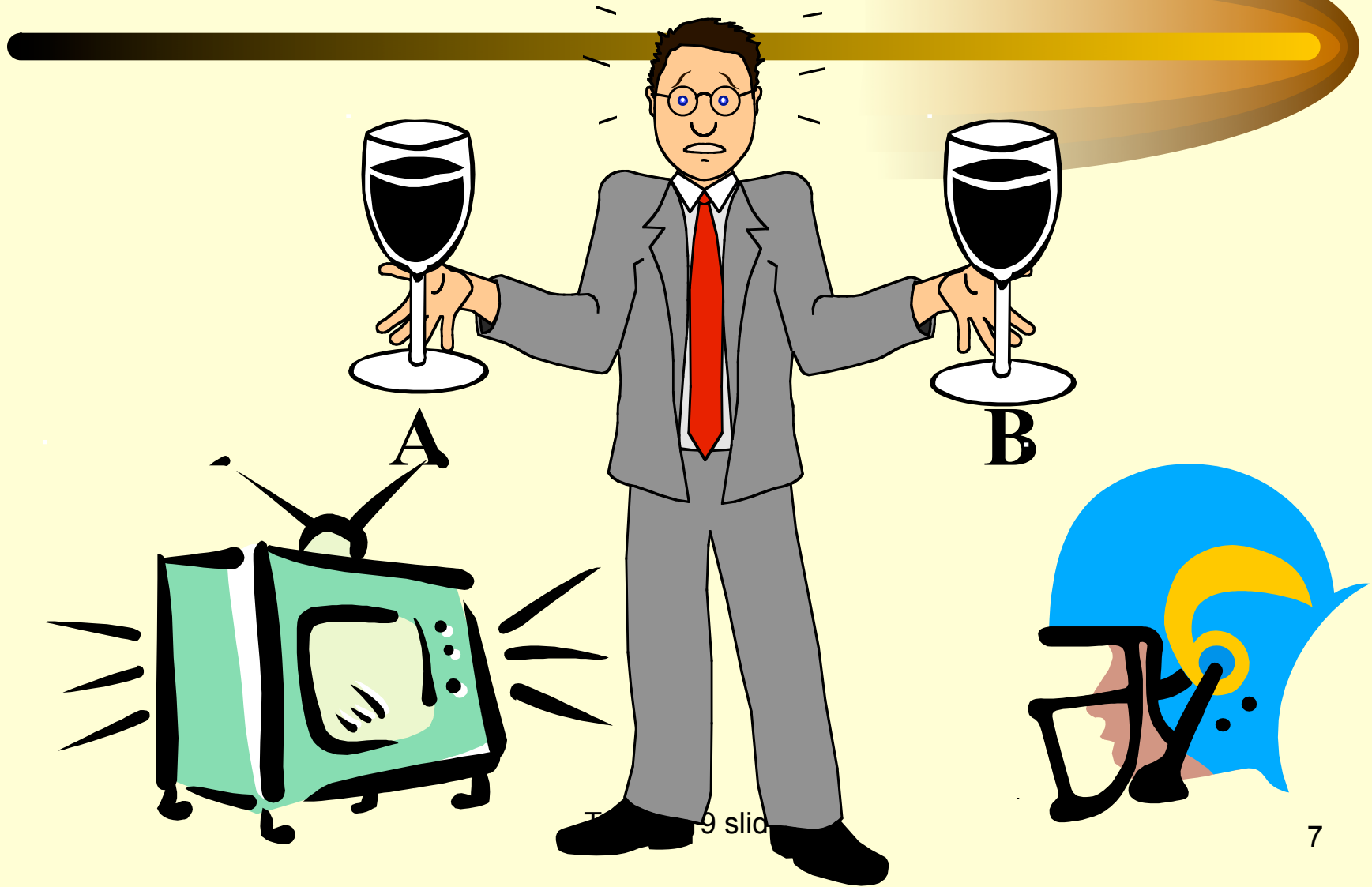
Total = 19 slides

Explaining Abortion Attitudes

- General Social Survey, 1996
- National Opinion Research Center, Univ. of Chicago
- Random sample of 2,090 Americans, 18 and older
- Representative of the adult population of the USA



Example: Schlitz campaign

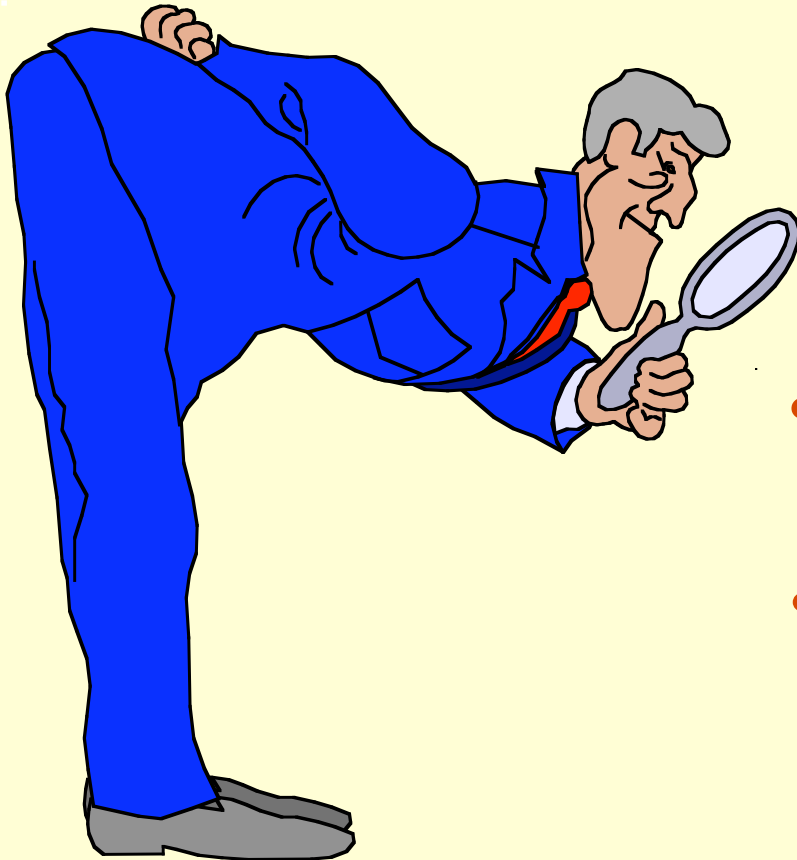


Preview Workbook comments - 5



- 5.2 GPA as measure of intelligence
-
- 5.5 Write short statements to illustrate the four levels of measurement. Only speak of their ages. No more than one short sentence each.

Next Time



- **Conceptualization and Measurement**
- Read Chapter 5
 - Nobody gets hurt.