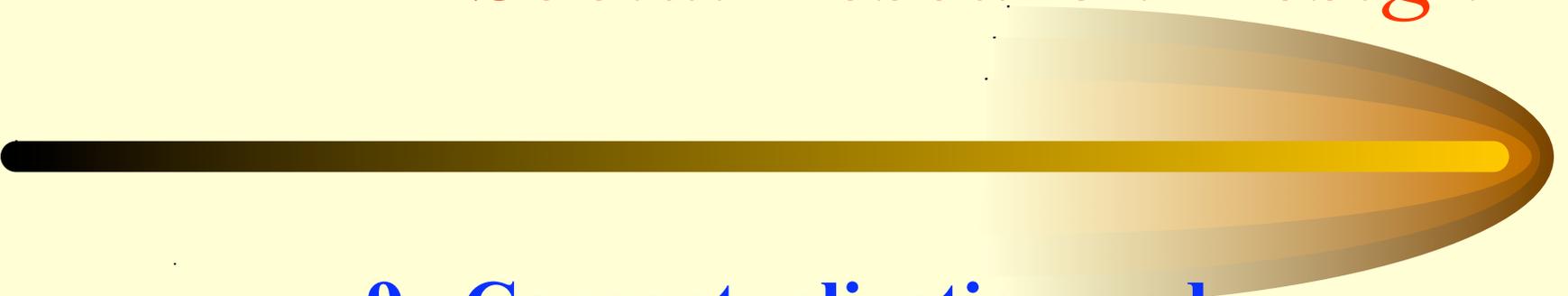


SOCIOLoGY 201:
Social Research Design



**9. Conceptualization and
Measurement**

Preview



- *Workbook assignments due:*
5.2(15 pts), 5.5(20 pts)
- Video
- Conceptions and Concepts
- Conceptualization
- Indicators and Dimensions
- Interchangeability of Indicators
- Group exercises
- Creating Opinions
- Preview new homework

What is This?



- Square?
- Box?
- Diagram?
- Geometric shape?
- Puzzle?
- Dumb logo?



We can measure anything that's real

- Prejudice
- Alienation
- Self-esteem
- Social Class
- Sophistication
- Progress
- Deviance
-
- Group Solidarity
- Race/Ethnicity
- Authoritarianism
- Intelligence
- Justice
- Equality
- Religiosity
-

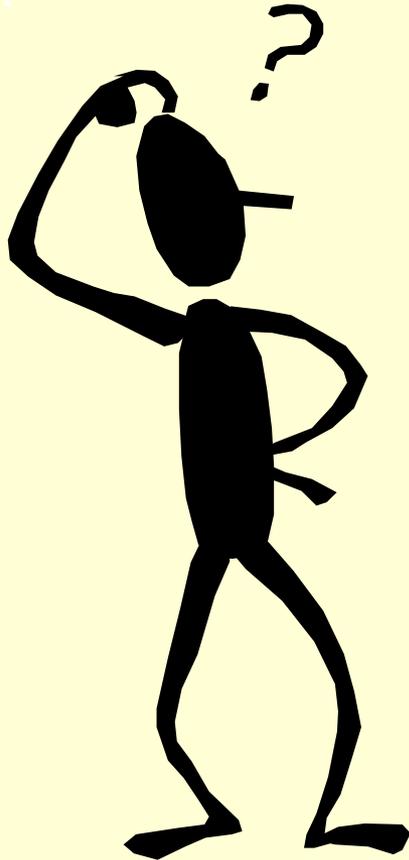
...but are all of these real?

What is Social Class?

- XXX

- XXX

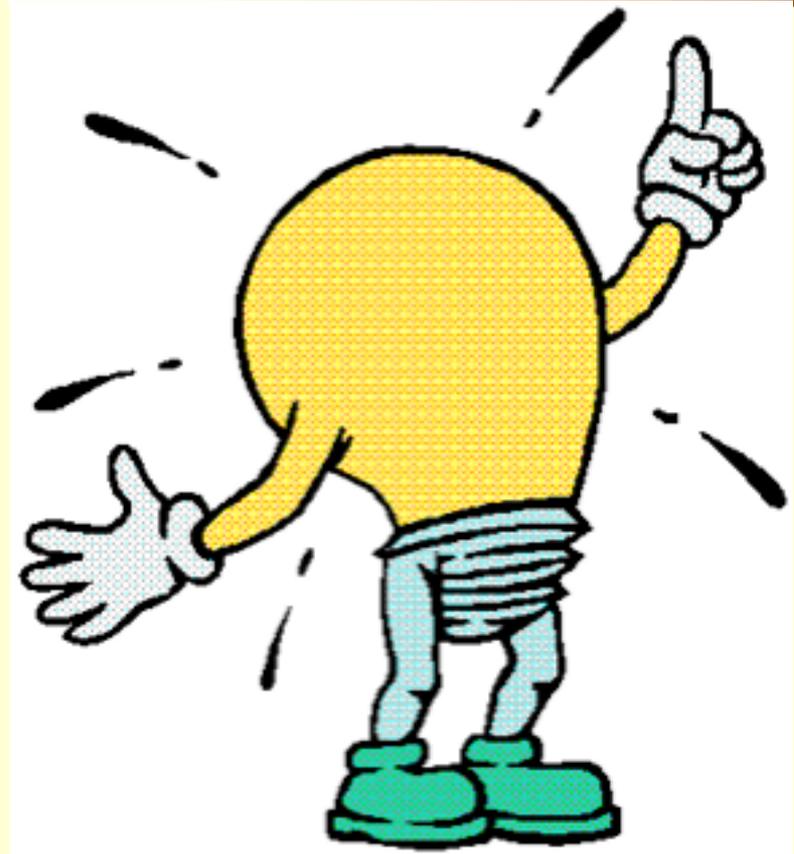
What is Race/Ethnicity?



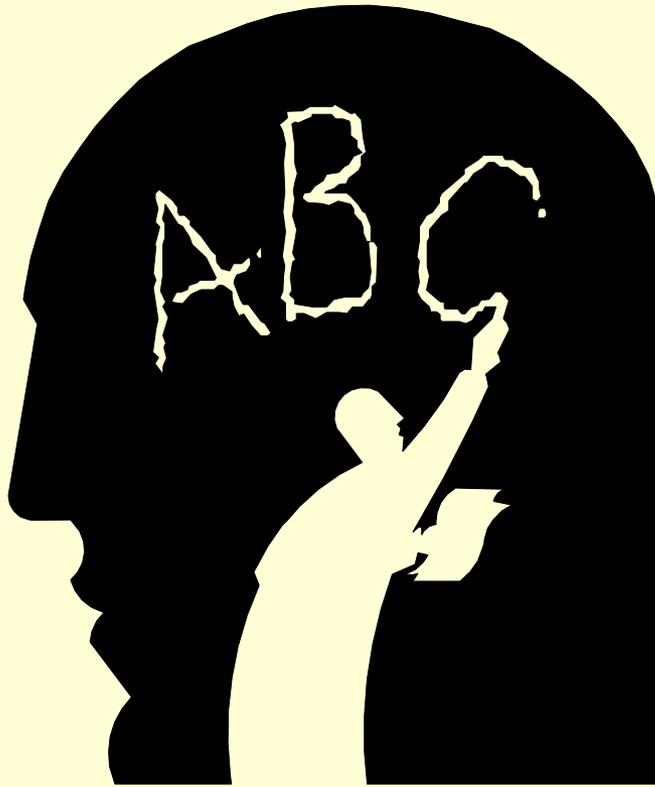
- What is a Colored/Negro/Black/African-American
- What is a Spanish surname/Hispanic?
- What is an Asian-American?
- What is an Indian/Native American?
- What is a white/Caucasian?

Conceptions and Concepts

- Conception = mental image
- Concept = family of conceptions
- Terms label them



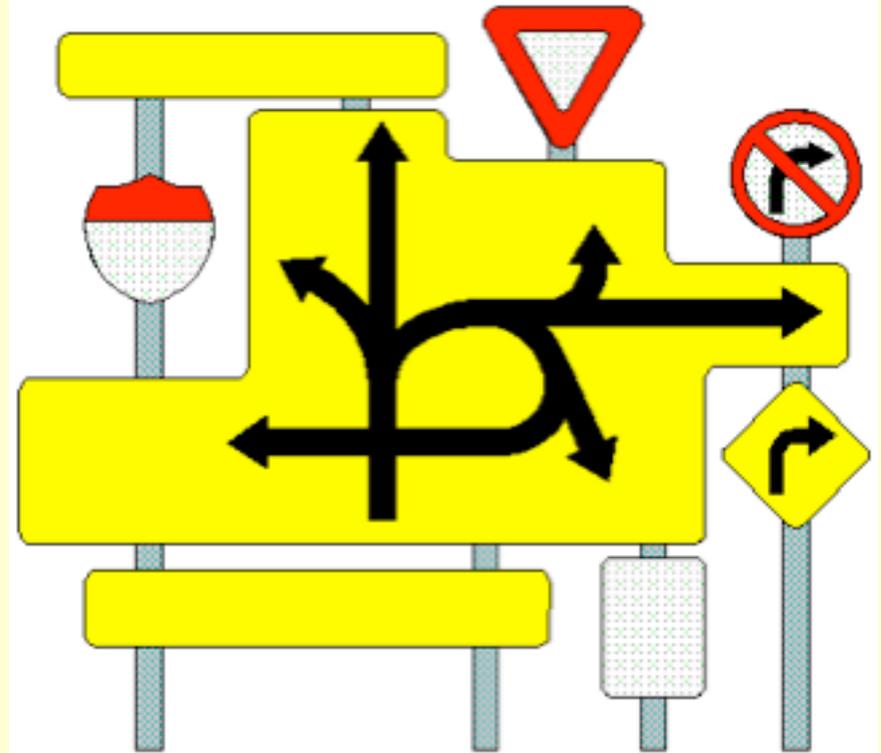
Conceptualization



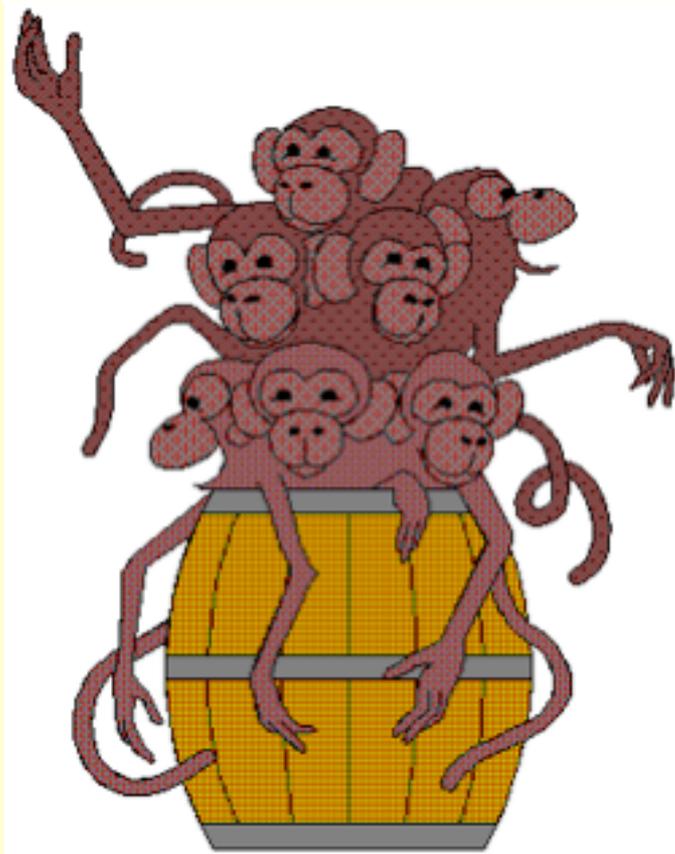
- Refining/specifying our concepts
- Example of anomie and anomia

Indicators and Dimensions

- Misconception of what's real
- Religious dimensions
- Political dimensions
- Socioeconomic dimensions



Interchangeability of Indicators



- Can't define religiosity unambiguously
- What are some definitions/indicators
- But we can determine what causes it (!?)

Group Exercise

- Pick a variable difficult to measure
- Make sure it's a meaningful variable
- People must vary: eg, some more/less than others on variable
- Write it down
- Prepare to report



Next step



- Swap variables between groups
- Conceptualize and measure the variable you got in the swap
- Prepare to report

Creating Attitudes and Opinions

- Do we *create* things by making distinctions? (e.g., beautiful)
- Hadley Cantril example on WWII
- Let's do a quick, mental survey. . .
- Will George W. Bush pose nude in Playgirl magazine during 2001?
- Might want to reconsider the



Next Time



- “Operationalization”
- Read Chapter 6