


*SOCIOLOGY 201:  
Social Research Design*



**10. Operationalization**

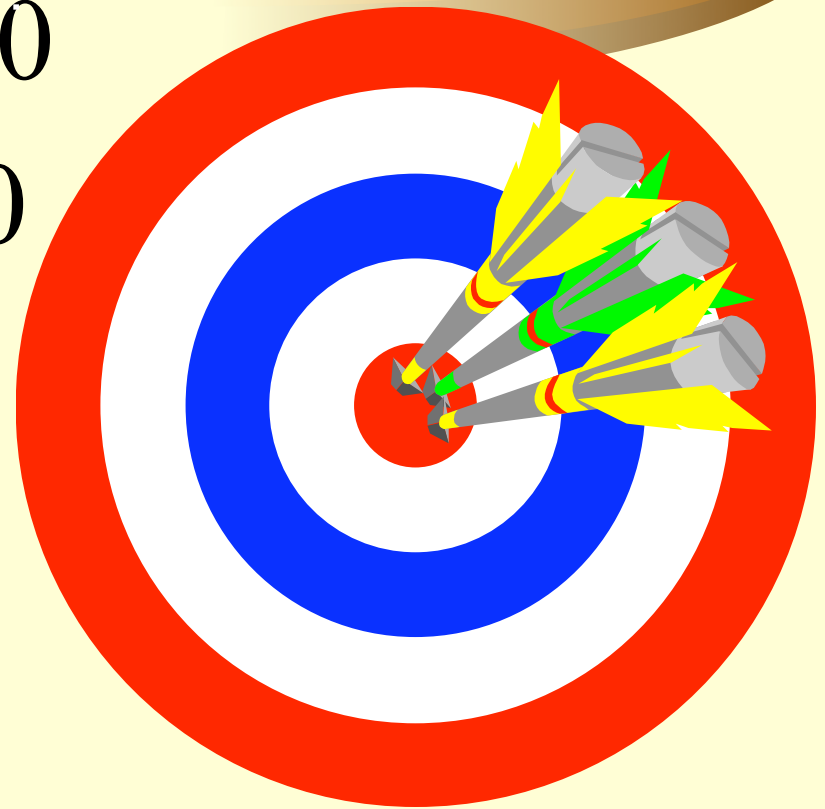
# *Preview*



- **Review Chapter 5 assignments**
- **Measurement Options**
  - Range of variation, variations between extremes
  - Review levels of measurement
  - Single and multiple indicators
  - Guidelines for asking questions
  - Review units, variables, attributes
- **Operationalization Drill**
- **Preview Chapter 6 assignments**

# Review Workbook Assignments

- Range = 0 to 80
- 1 of you has 80
- 7 in the 70s
- 13 in 50s and 60s
- 2 have 0



Remember:



The Issue is  
*MEASUREMENT*

# Range of variation

- ABANY: Yes, No
- POLVIEWS: Extremely liberal to extremely conservative
- PARTYID: Strong Democrat to Strong Republican (and Other Party)
- ATTEND: Never to "more



# Variations between extremes

- AGE (every year)
- Could give categories:

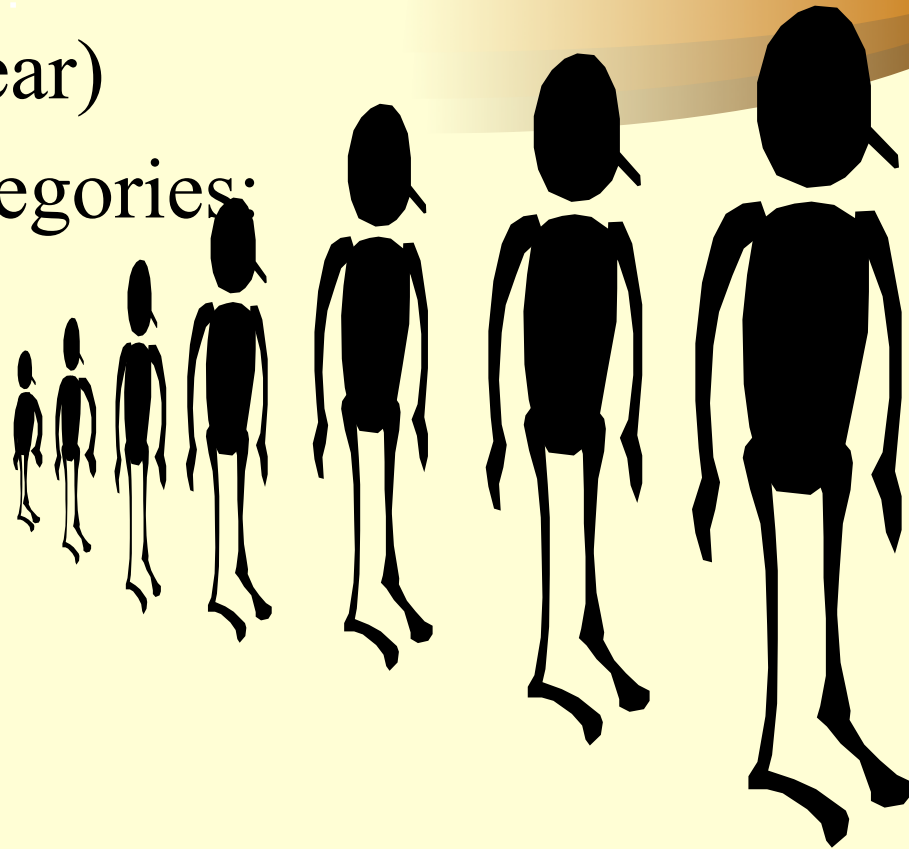
Under 21

21-35

36-50

51-65

65 and older



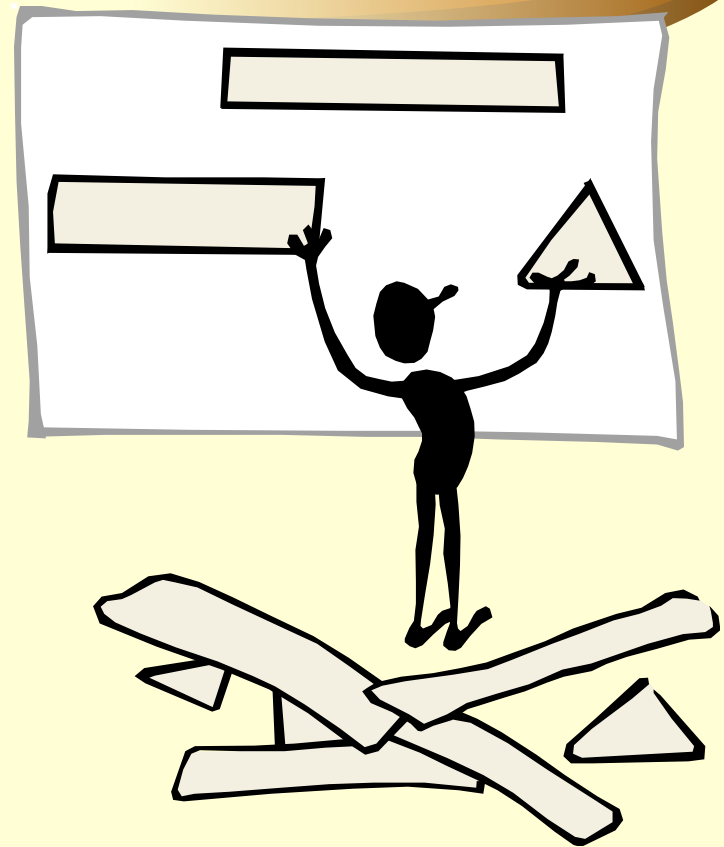
# Review levels of measurement



- Nominal
- Ordinal
- Interval
- Ratio

# Single or multiple indicators

- Indexes and scales next time





# Guidelines for asking questions



- Questions and statements
- Open-ended and closed-ended questions
- Make items clear
- Avoid double-barreled questions
- Respondents must be competent
- Questions should be relevant
- Short items are best
- Avoid negative items
- Avoid biased items and terms

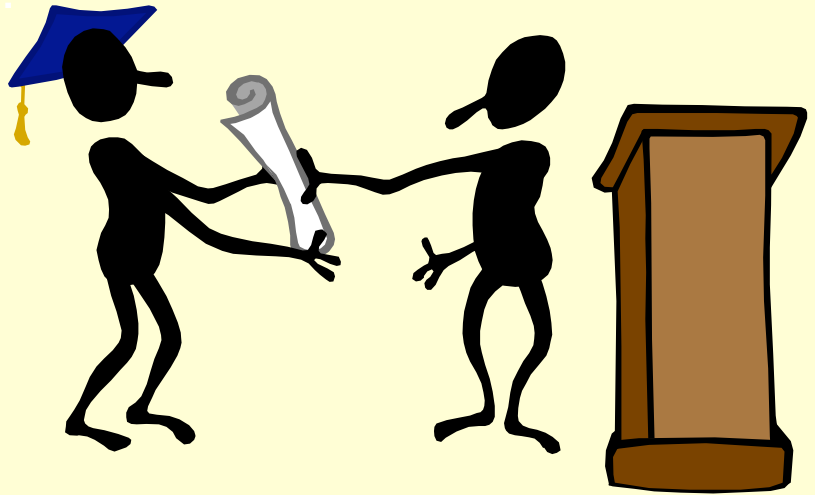
# Operationalization Drill:

- Specify
- variables,
- attributes
- and units of
- analysis



# Do girls get better grades than guys?

- Variables
- Attributes
- Unit of analysis
- Okay to use g.p.a.?



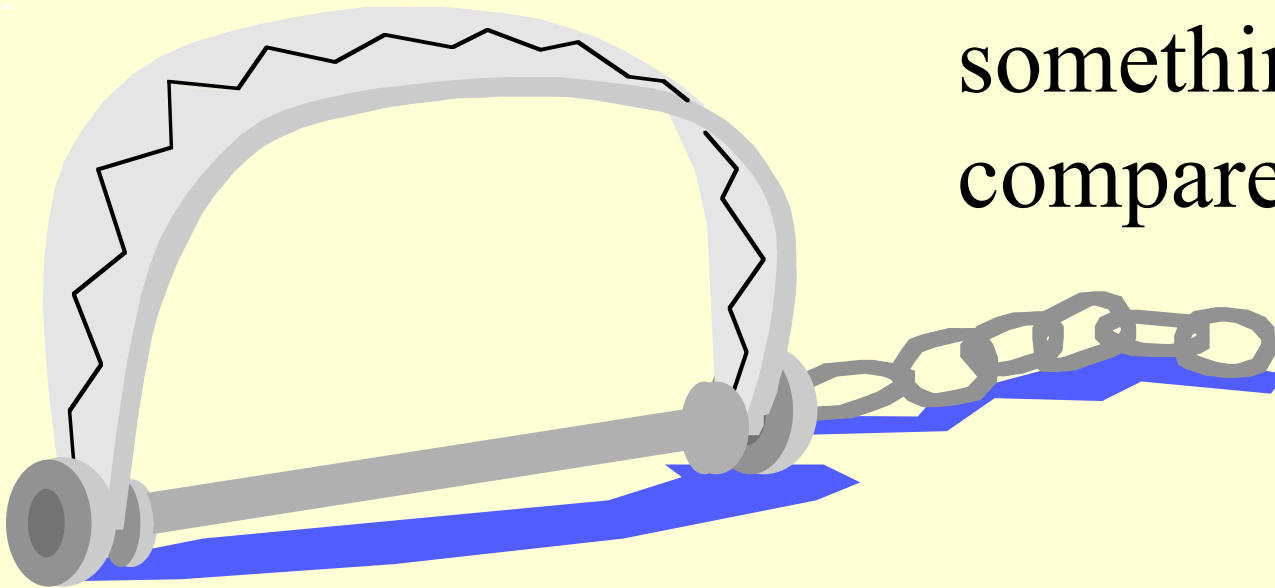
courses?



- Variables
- Attributes
- Unit of analysis
- What is "hard"?
- Handling cross-listed courses

# Are Chapman courses difficult?

- Can't answer that
- You need something to compare it with



# Who earns most: doctors or dentists?



- Variables
- Attributes
- Unit of analysis
- Note ambiguity of "doctor"
- Specify income: gross, net, annual, etc.

# Are business school students more prejudiced than sociology students?



- Variables
- Attributes
- Unit of analysis
- Majors? Minors?  
Taking courses?
- What kind of  
prejudice?

# DO BUSINESS STUDENTS study harder than sociology students?



- Variables
- Attributes
- Unit of analysis



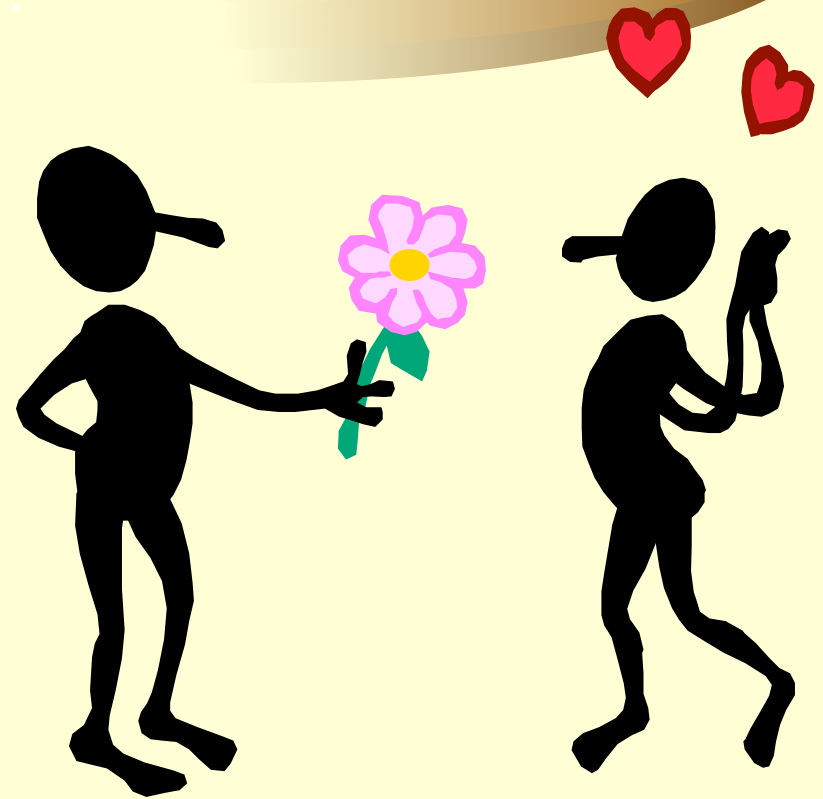
# Are Catholics more religious than Protestants?



- Variables
- Attributes
- Unit of analysis
- Can only do this for very specific indicators
  - e.g., church attendance, beliefs, prayer

# ARE RUSSIAN POPULAR SONGS MORE romantic than American ones?

- Variables
- Attributes
- Unit of analysis
- BTW: how would you tell if a song is romantic?



# Do democracies have a higher standard of living than nondemocracies?



- Variables
- Attributes
- Unit of analysis

# Preview Ch 6 Workbook Assignments



- 6.2 Semantic differential
  - Start with a variable; then some dimensions
  - Be sure to review structure of semantic differential
  - Show how each response might be scored in a composite measure

# *Next Time*



- Composite Measures
- Read Chapter 7