

*SOCIOLOGY 201:*  
*Social Research Design*



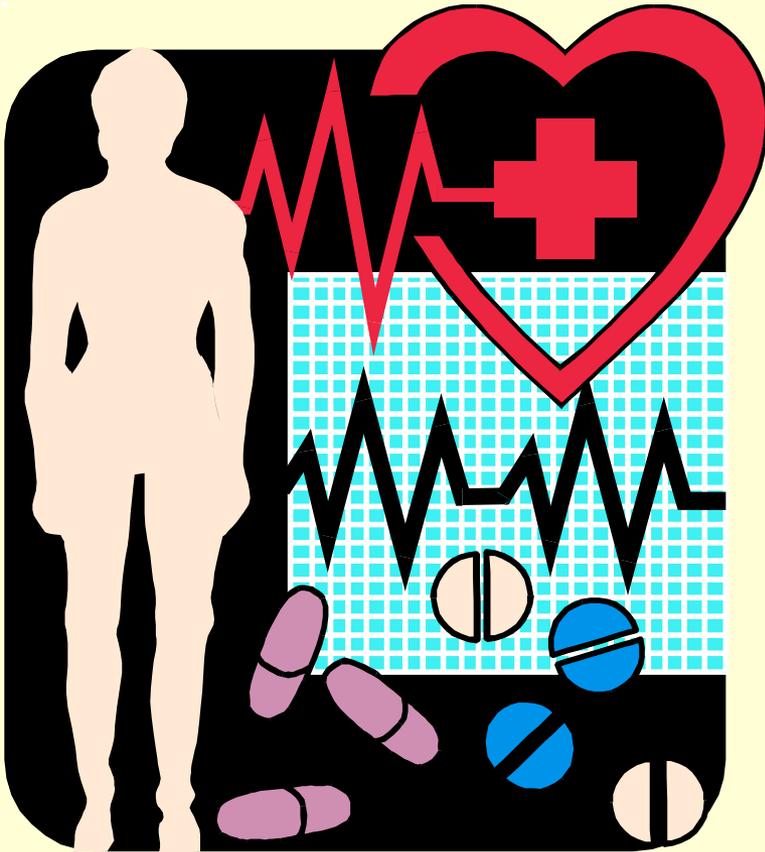
**20. Field Research I**

# Preview



- *Workbook assignments due:* 10.1(40 pts), 12.2(40 pts),
- Last video segment
- Qualitative/quantitative
- Computers in field research
- Impact of the observer
- Power of Introspection
- Making a Difference

# *Qualitative/Quantitative*



- All data begin as qualitative
- Sometimes we choose to quantify them
  - Quantitative = numerical
  - Coding qualitative data

# *Advantages of qualitative*



- Flexibility
- Degree of depth
- Gestalt

# *Advantages of quantitative*



- Specificity
- Replicability
- Generalizability

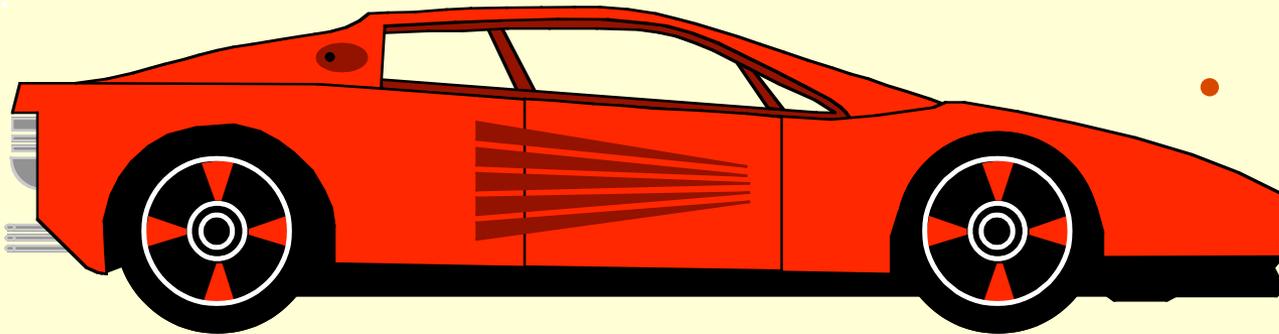
# *The Dilemma (an analogy)*

What would be the most intelligent speed limit?

What's wrong with it?



- How do we solve the problem?
- What's wrong with the solution



# *Impact of computers*

- Obviously important to quantitative
- Many uses for qualitative also



# *The impact of the observer*



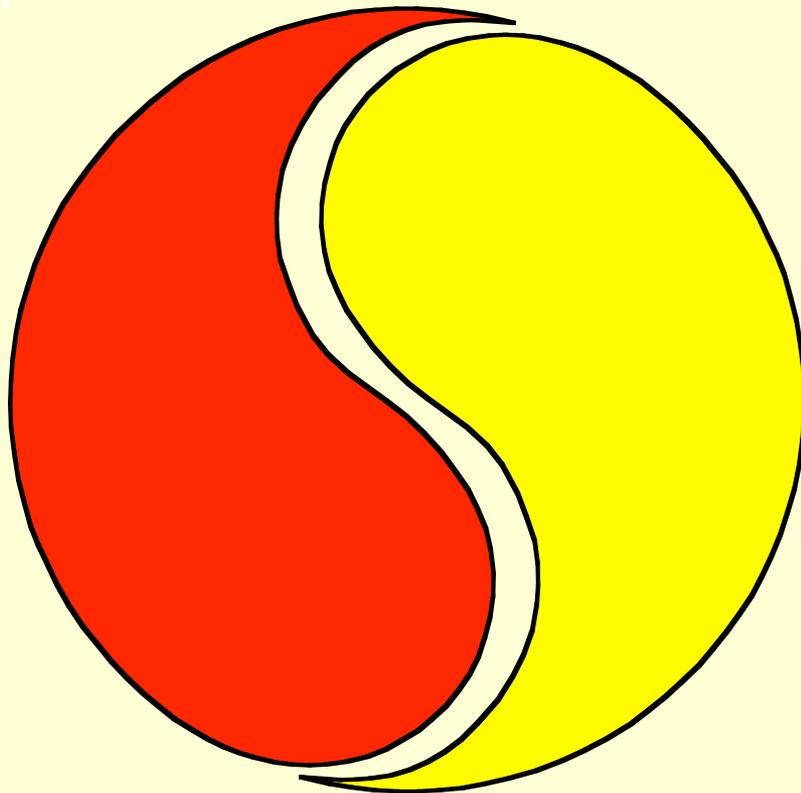
- Recall earlier discussions
- Hawthorne effect
- Hadley Cantril surveys on WWII
- Recall discussion of when opinions are formed?
- Point is that observer's impact is inevitable

# *The inevitability of subjectivity*



- What you look for is subjective
- What you see is subjective
- Your interpretations are subjective
- Don't underestimate power of paradigm

# *Power of introspection*



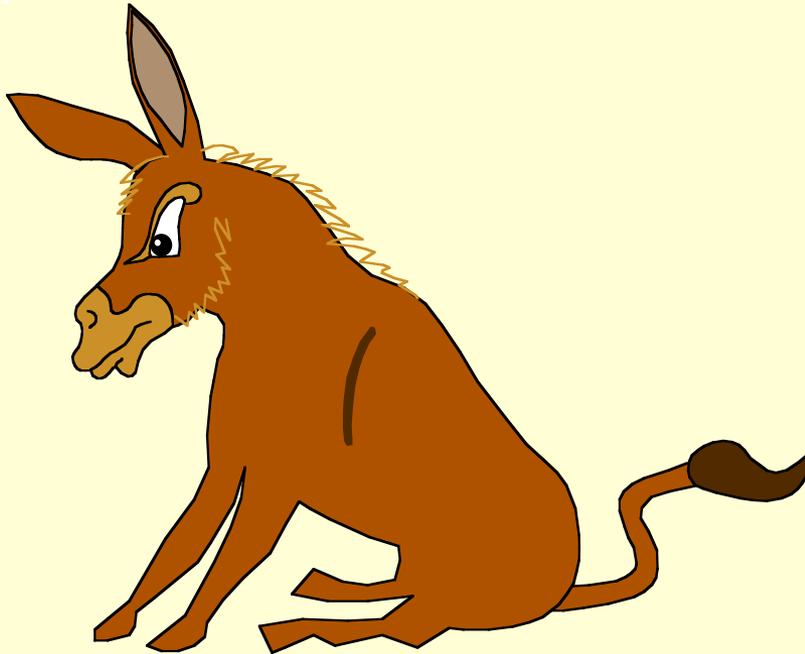
- Prejudice
- Detachment
- Describe channeling project

# *You Can Make a Difference project*

- Describe the project
  - Social problems class
- Examples of what they did
- What we learned
  - People want to be responsible, we prevent it



# *Barriers to taking responsibility*



- Goody-goody
- Holier than thou -- self-righteous
- The demise of virtue
- Motives will be suspect
- Not my responsibility
- Stealing trash
- Don't know what to do
- Make things worse
- Look stupid

# *Next Time*



- Field Research II
- Review Chapter 10