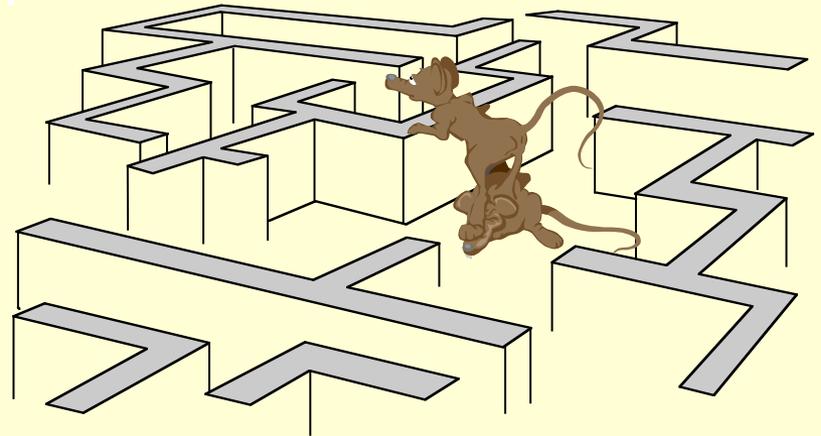


*SOCIology 201:*  
*Social Research Design*

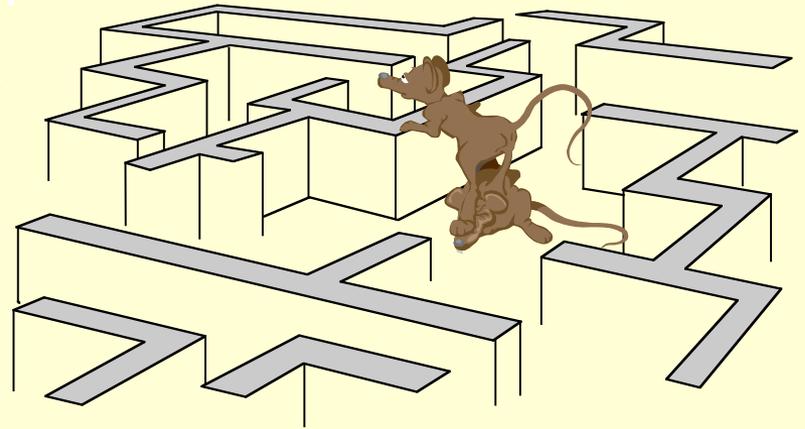
# Experiments

- Review deductive model--"traditional" model
  - Theory
  - Hypothesis
  - Operationalization
  - Hypothesis-testing
- Vitamin C preventing colds



# The Classical Experiment

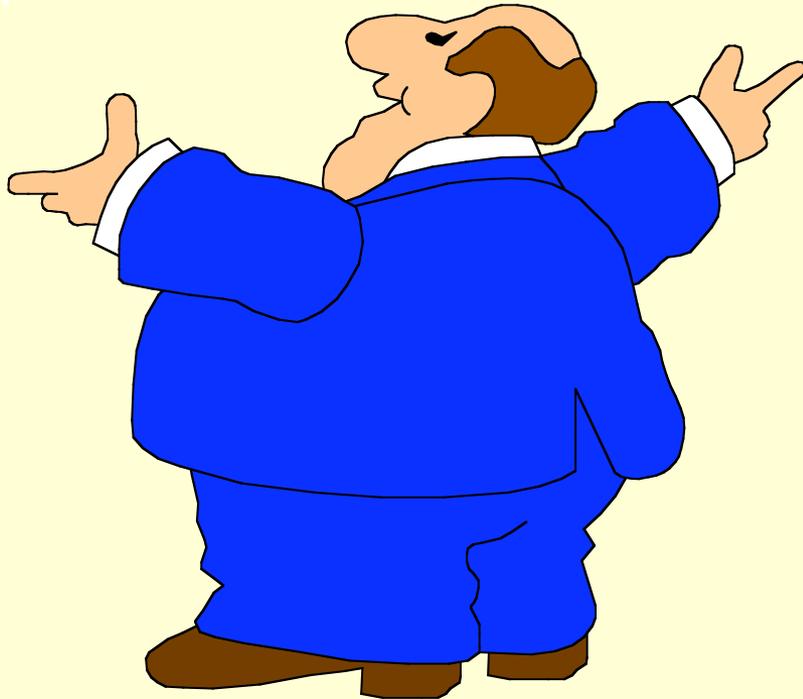
- Dependent variable  
[Prejudice against women]
- Independent variable  
[Experiencing a successful woman]
- Experimental and control groups
  - Randomization
  - Matching
- Pre-testing and post-testing
- Double blind design



# Problems of Internal Invalidity

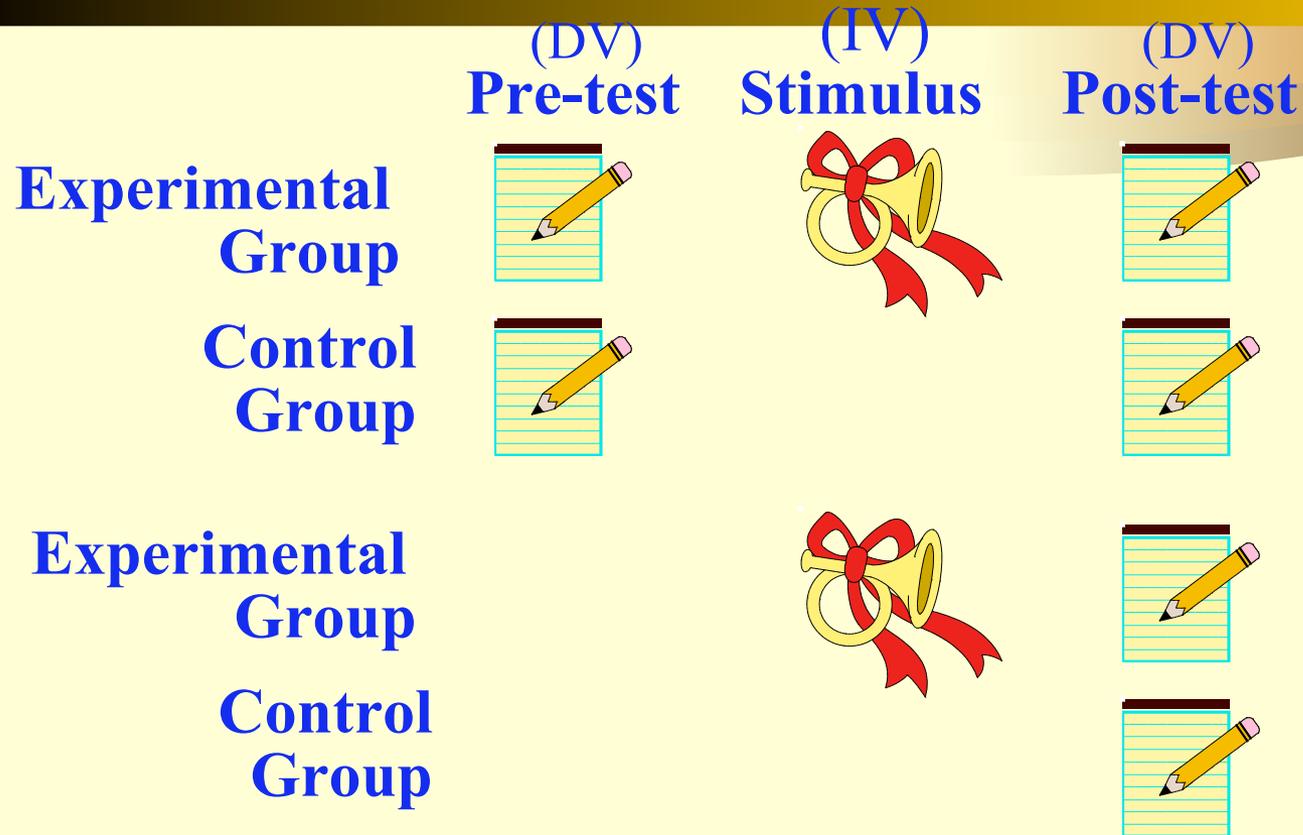
- History
  - Something may happen in the outside world
- Maturation
  - May get tired, bored, wiser, older, etc.
- Testing
  - Hawthorne Effect
- Instrumentation
  - Pre- and post- measurements may not be comparable
- Statistical regression
  - Naturally drift away from extremes
- Selection biases
  - Control not comparable
- Experimental mortality
  - People drop out
- Causal time-order
- Diffusion or imitation of treatments
  - "Contamination"
- Compensation
  - Feel sorry for controls
- Compensatory rivalry
  - Controls may work harder
- Demoralization
  - Controls may give up

# PROBLEMS OF EXTERNAL VALIDITY (generalizability to real world)



- Interaction of Selection and Treatment
  - Generalize beyond the kind of people studied?
- Interaction between Testing Situation and Treatment
  - eg, maybe the film only works when subjects under scrutiny
- Interaction of History and Treatment
  - Would historical events disrupt the cause-effect?

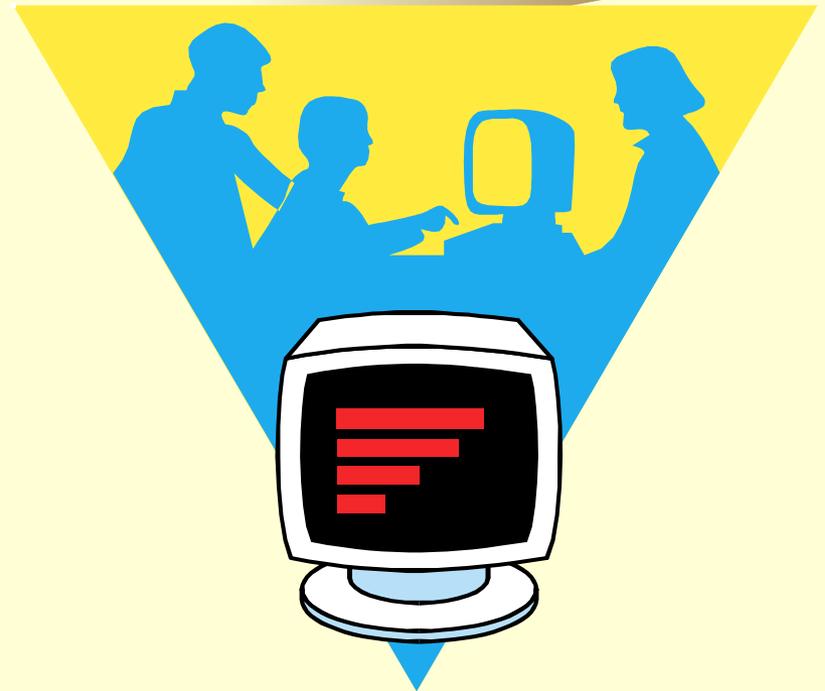
# Solomon Four-Group Design



Let's assume DV is prejudice

# Natural Experiments

- Place an experimental template over naturally occurring events
- Three Mile Island
- Saturation Bombing



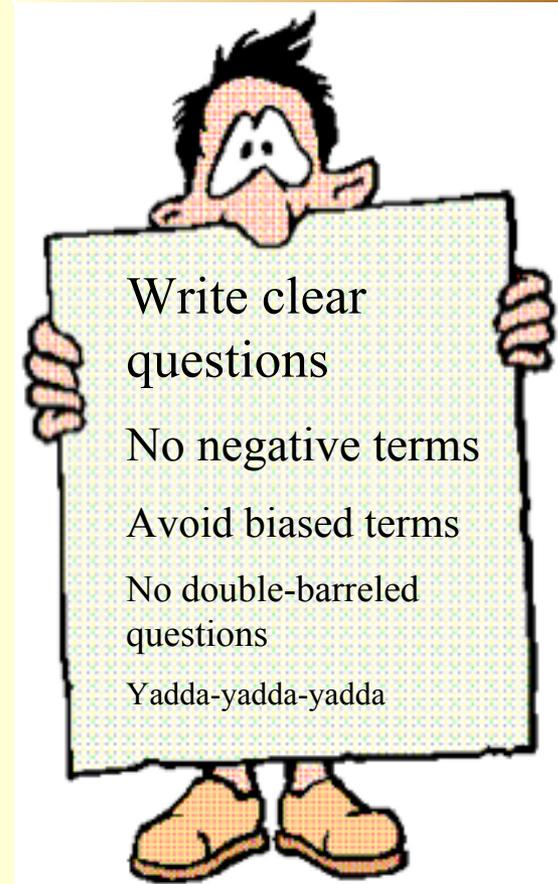
# Survey Research



- Intro to survey research
- Ancient
- Polls
- Census

# Question Construction

- Remember rules for good questions
- Contingency questions
- Matrix questions
  - Be sure categories are appropriate

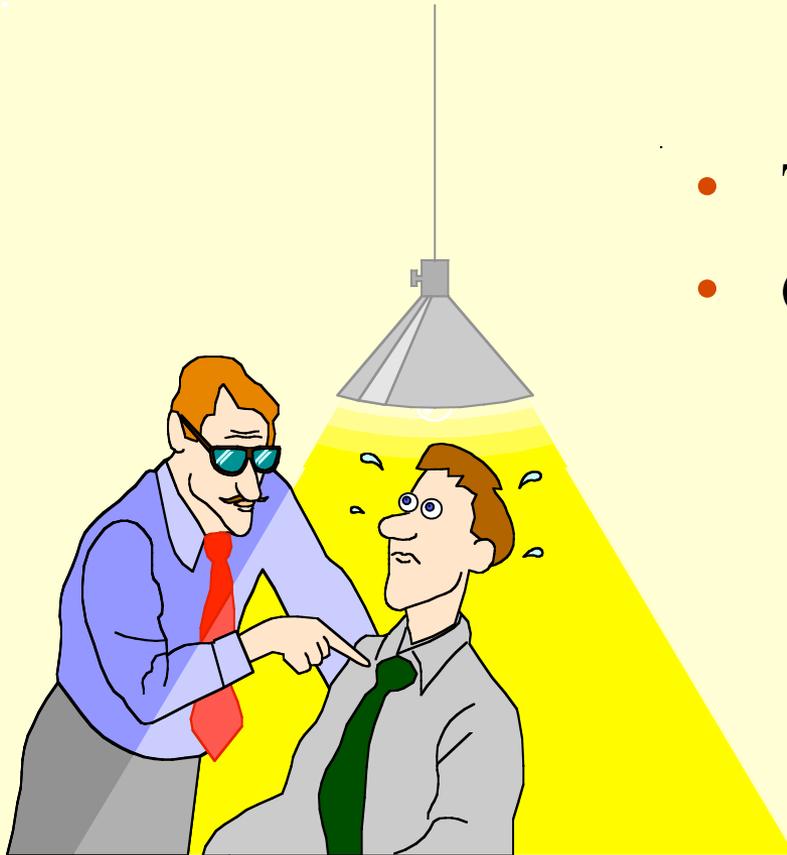


# Self-administered questionnaires



- Stimulus-response assumption
- Methods of distribution
- Response rates lower
- Good for sensitive issues

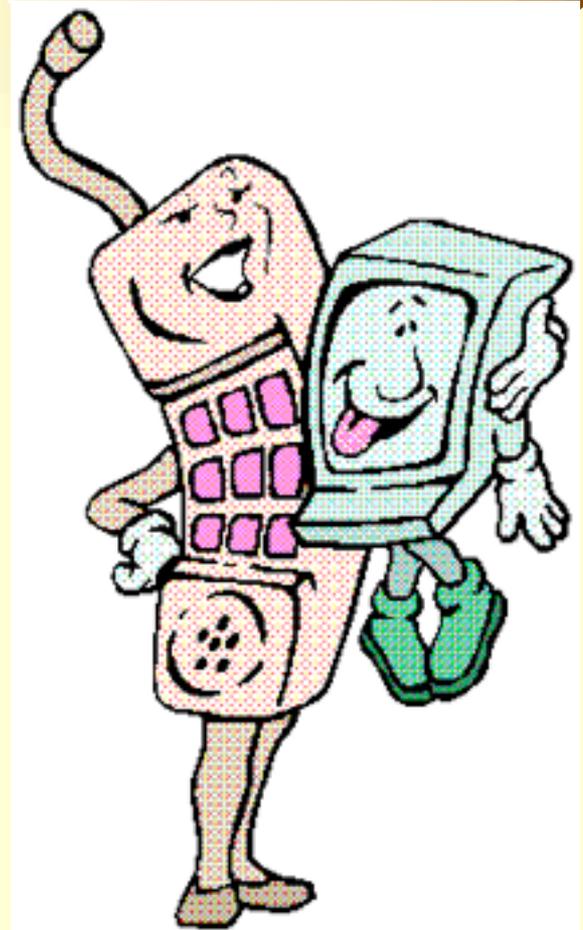
# Interview Surveys



- The role of the interviewer
- General rules for interviewing
  - Appearance and demeanor
  - Familiarity with questionnaire
  - Follow question wording exactly
  - Record responses exactly
  - Probing for responses

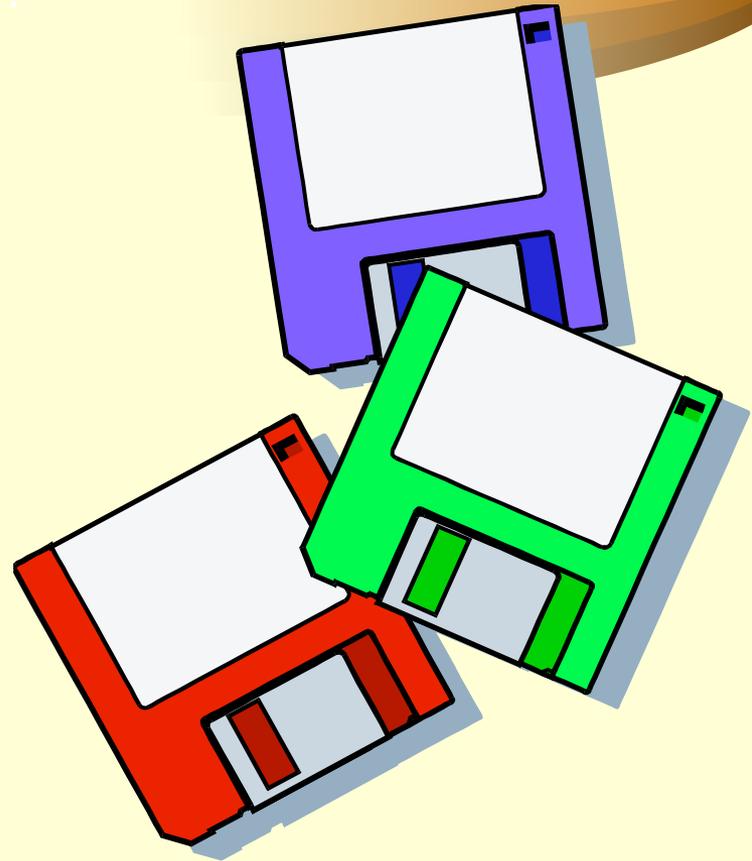
# Telephone Surveys

- History
  - Not highly thought of at first
  - High expenses and refusals up
  - Now quite respectable
- *CATI*
  - Computer Assisted Telephone Interviewing

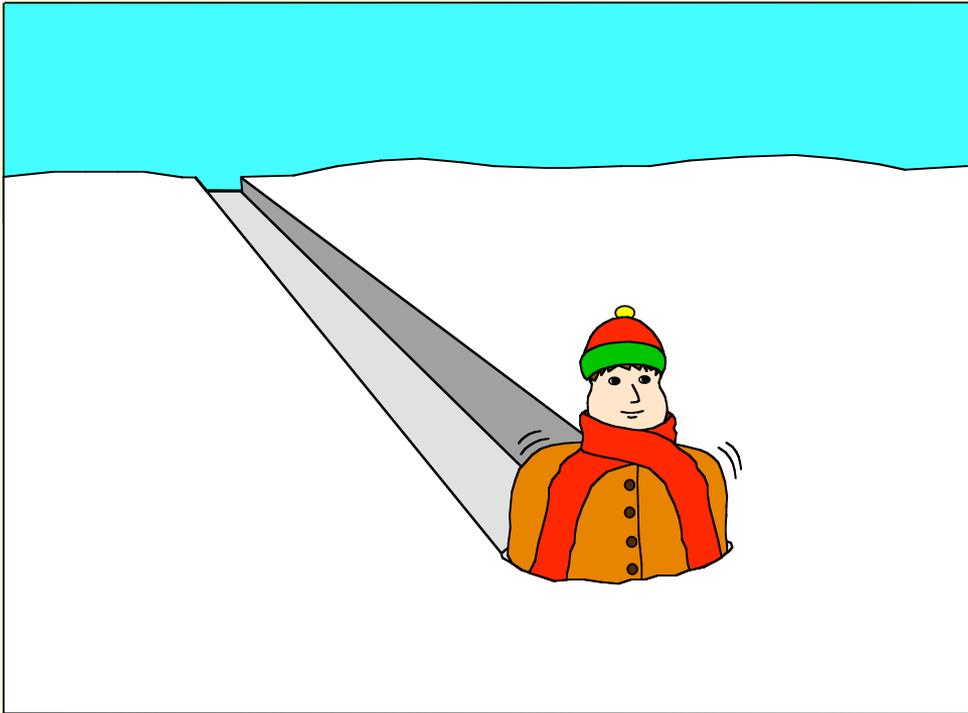


# Secondary Analysis and Data Archives

- Can reanalyze data collected for some other purpose
- Data libraries
- Now can get data over the Web



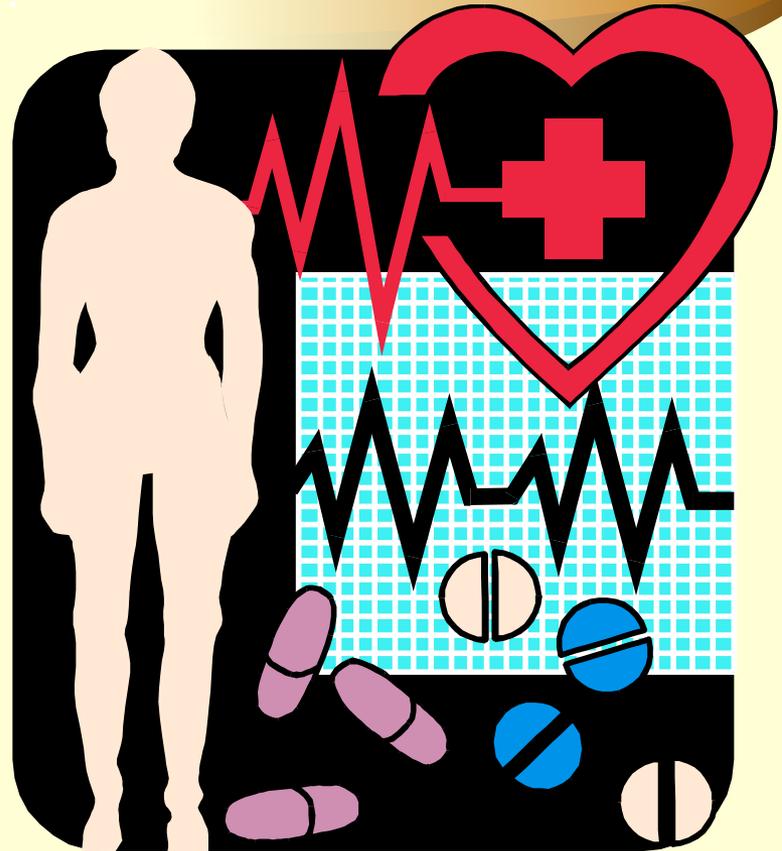
# Field Research



- Go where the action is and observe it
- A form of qualitative research
  - Quantitative and Qualitative data
  - Quantitative = numerical
  - Coding qualitative

# Advantages of quantitative

- Specificity
- Replicability
- Generalizability



# Advantages of qualitative



- Flexibility
- Degree of depth
- Gestalt

# Some techniques of field research

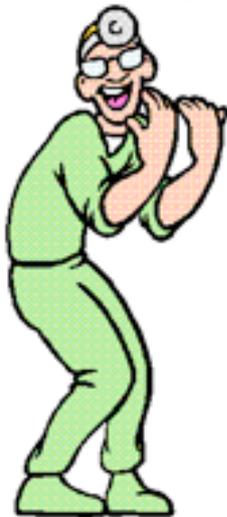
- Sampling
- Note-taking
- Analyzing observations
  - Impact of computers
    - Obviously important to quantitative
    - Many uses for qualitative



# Roles of the Researcher

- Complete participant
- Complete observer
- Recall earlier discussions of the impact of the observer
  - Hawthorne effect
  - Hadley Cantril surveys on WWII
  - Recall discussion of when opinions are formed?
- Point is that observer's impact is inevitable
  - Can affect the action as discussed above
  - What you look for is subjective
  - What you see is subjective
  - Your interpretations are subjective

Don't underestimate power of paradigm



# Unobtrusive research

- Existing statistics
  - Sources of data
  - Problems of validity and reliability
- Content analysis
  - Variety of recorded communications
  - Sampling (what's the unit of analysis?)
  - Coding: manifest and/or latent content
  - Strengths and weaknesses
- Historical/comparative
  - Old research technique: Weber, Marx, many other
  - Inexpensive and available to students
  - History of the History of Chapman



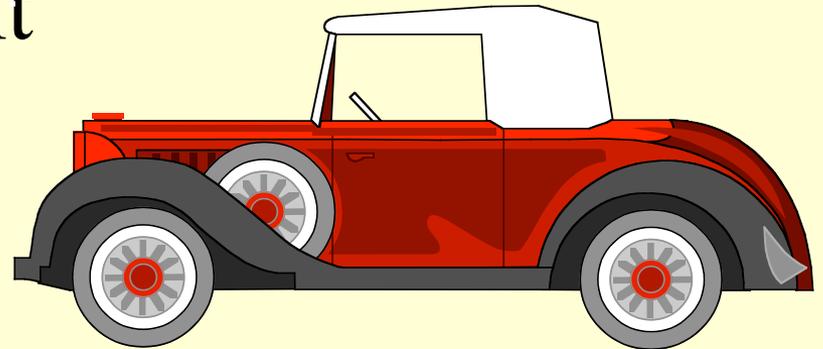
# Evaluation research



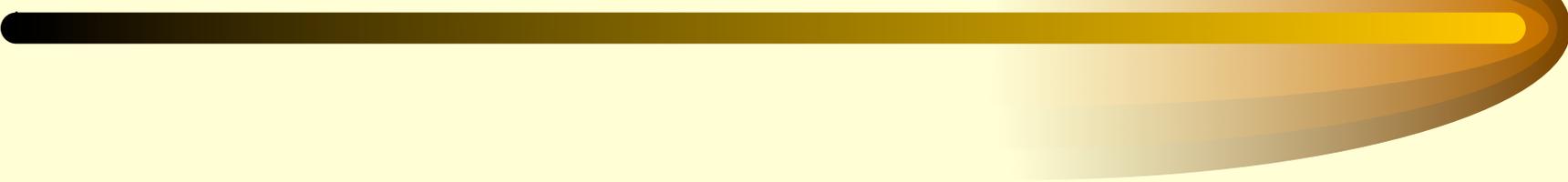
- Determine the effectiveness of interventions
- Notice that we often don't do it
- When we do it, we often don't implement results
- Administrative and political complications

# Examples:

- Drivers' Education
- Cost of living research
- Capital punishment



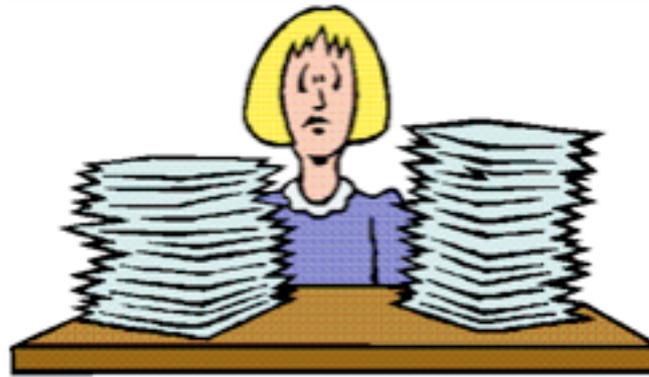
# What is the M word?



- *Measurement*

*I thank you for being in the  
course*

- Good luck on all your exams.



Total = 23 slides

