Sociology 201: Social Research Design
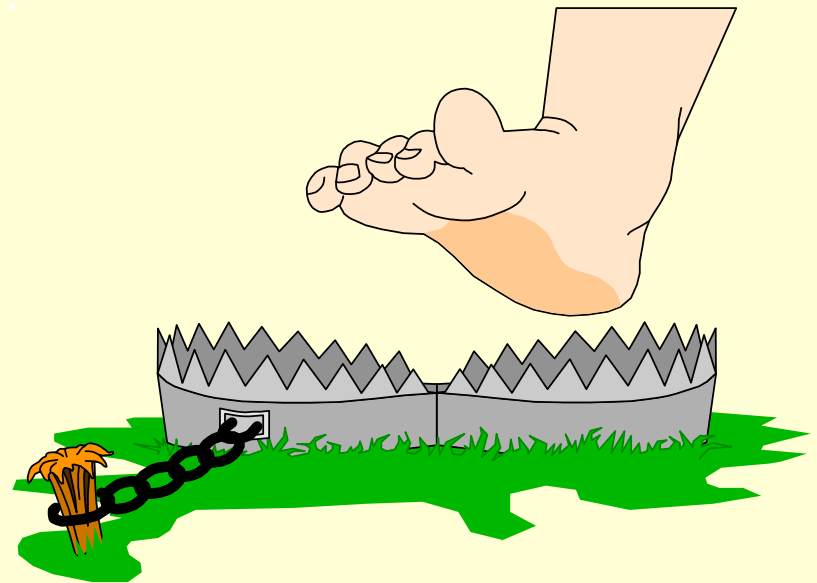
14. Mid-term review

Total = 29 slides

Key concept is:
MEASUREMENT

Total = 29 slides

Errors in Inquiry

- Inaccurate observations
- Overgeneralization
- Selective observation
- Deduced information
- Illogical reasoning
- Ego-involvement in understanding
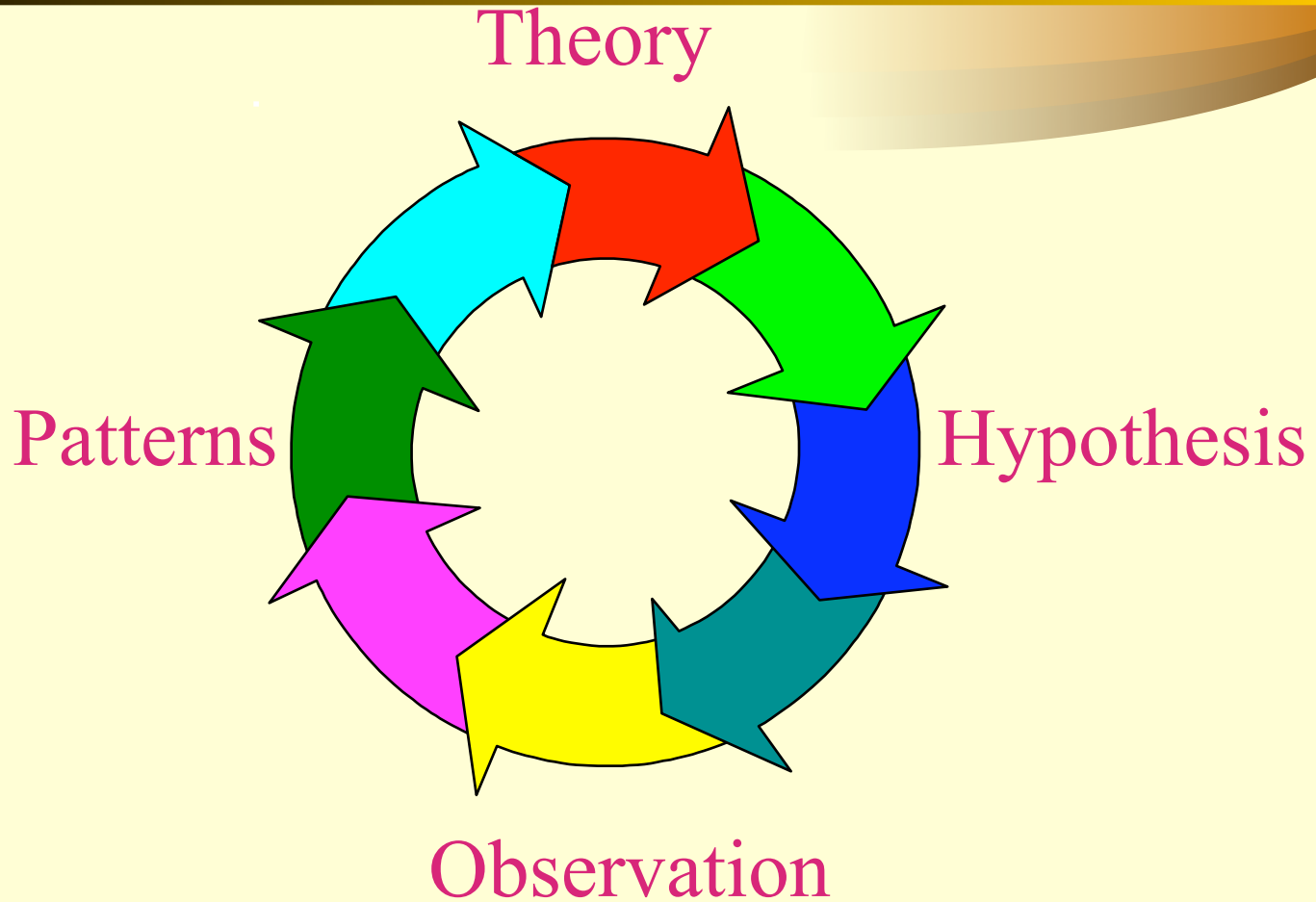
Total = 29 slides

Foundations of Social Science

✔ Regularities   ✔ Variable language

Total = 29 slides

Deductive and Inductive models of explanation

Theory

INDUCTION

Patterns

Hypothesis

DEDUCTION

Observation

Total = 29 slides

Variables & *Attributes*

- Gender
  - Male
  - Female
- Social Class
  - Lower Class
  - Working Class
  - Middle Class
  - Upper Class
- School Class
  - Freshman
  - Sophomore
  - Junior

- Age
  - 1,2,3,4,5 etc.
- Political Orientation
  - Liberal
  - Middle of the road
  - Conservative
- Occupation
  - Sociologist
  - Plumber
  - Homemaker
  - Lawyer
  - Drug dealer
  - etc.
  -

Total = 29 slides

Objectivity, subjectivity, reality
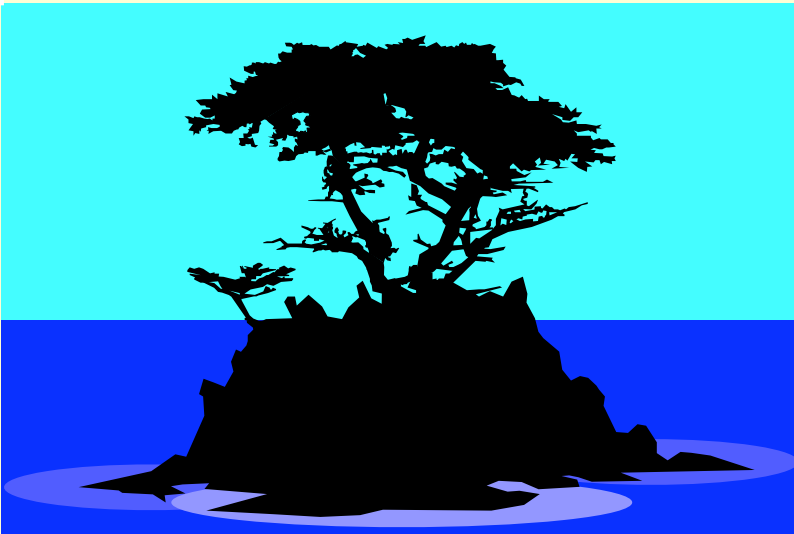
- What's real?
- Subjectivity
- Post-modernism
- Finding truth
- Objectivity
- Intersubjectivity

Total = 29 slides

Paradigms

- Models, perspectives, frames of reference, ways of seeing things

- Natural science paradigms
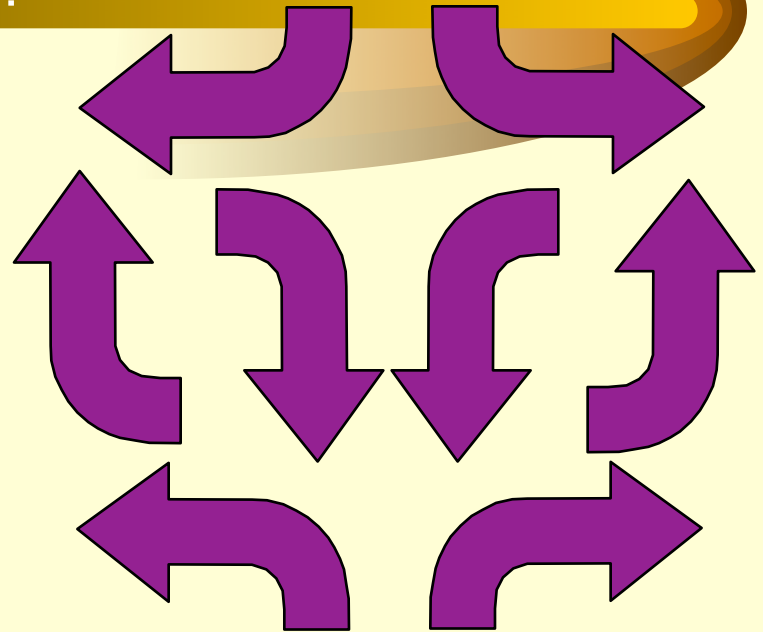 - e.g., Ptolemaic, Copernican
  - Newton, Einstein

Total = 29 slides

Three major sociological paradigms

- Interactionist
- Social systems (functionalism)
- Conflict

Total = 29 slides

Causation

- Three criteria:
  - Empirical correlation
  - Time-order
  - Not spurious
- False criteria
  - Not 100% correlation
  - Disproving cases don't disprove
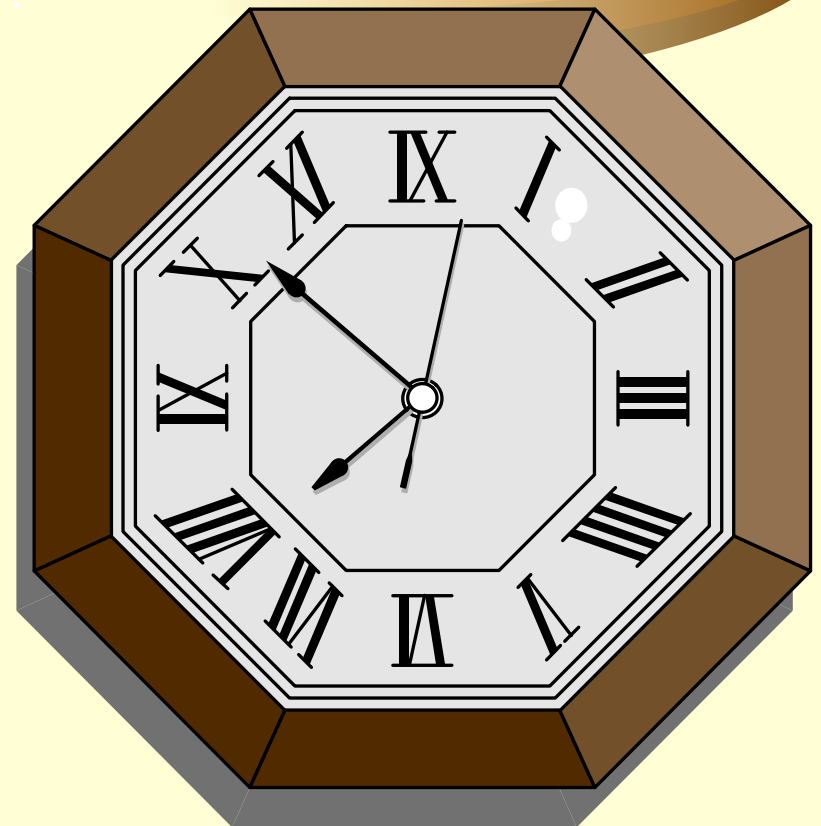 - Necessary and sufficient causes

Total = 29 slides

Research Design

- Purposes:
  - exploration
  - description
  - explanation

Total = 29 slides
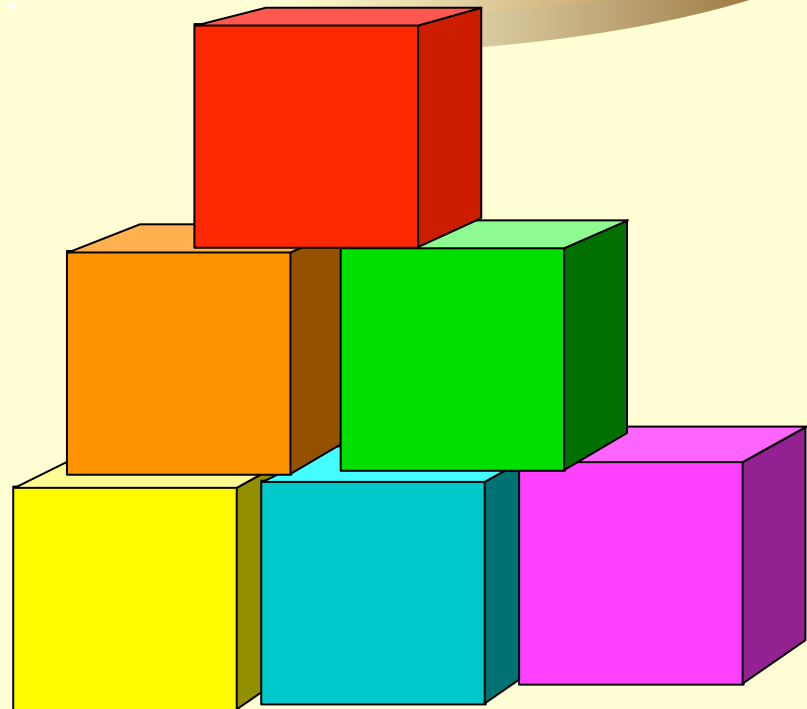
The Time Dimension

- Cross-sectional
- Longitudinal
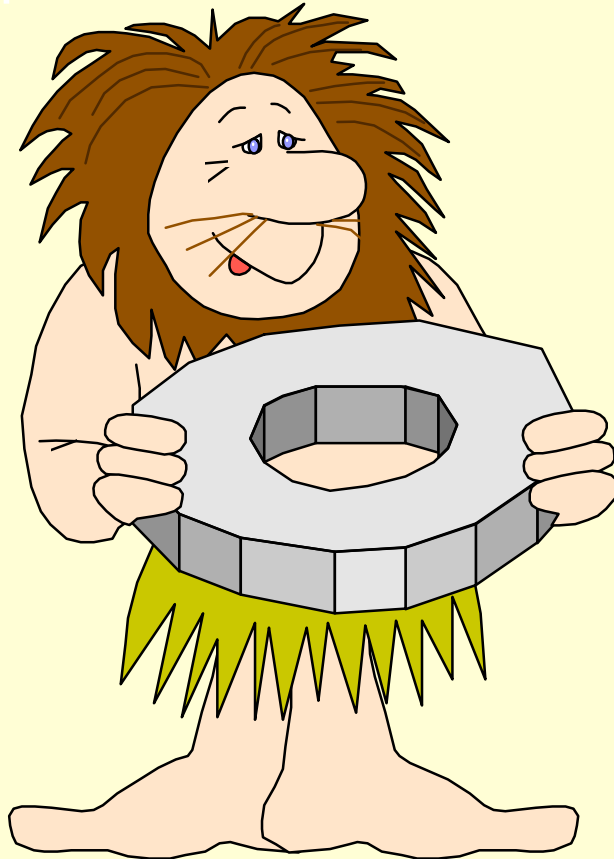 - Trend
  - Cohort
  - Panel
- Approximating longitudinal

Total = 29 slides

Units of Analysis

- Individuals
- Organizations
- Social artifacts
- Reductionism
- Ecological Fallacy

Total = 29 slides

Conceptualization

- Dimensions
- Indicators
- Reliability and validity

Total = 29 slides

Reliability techniques

- Test-retest
  - Make same measurement more than once
  - If different answers, poor reliability
- Split-half
  - Randomly assign items to two groups
  - Create index from each
  - Both indexes should behave the same
- Established measures
  - Srole anomia, MMPI, census measures
- Research-worker reliability
  - Interviewers and coders

Total = 29 slides

Validity techniques

- Face validity
- Criterion-related validity
  - Also called predictive validity
  - Based on an external criterion
  - Do College Boards predict college grades?
- Content validity
  - Covers the range of meaning?
- Construct validity
  - Does the measure relate to other variables as predicted theoretically?

Total = 29 slides

Tension between Reliability and Validity

Total = 29 slid
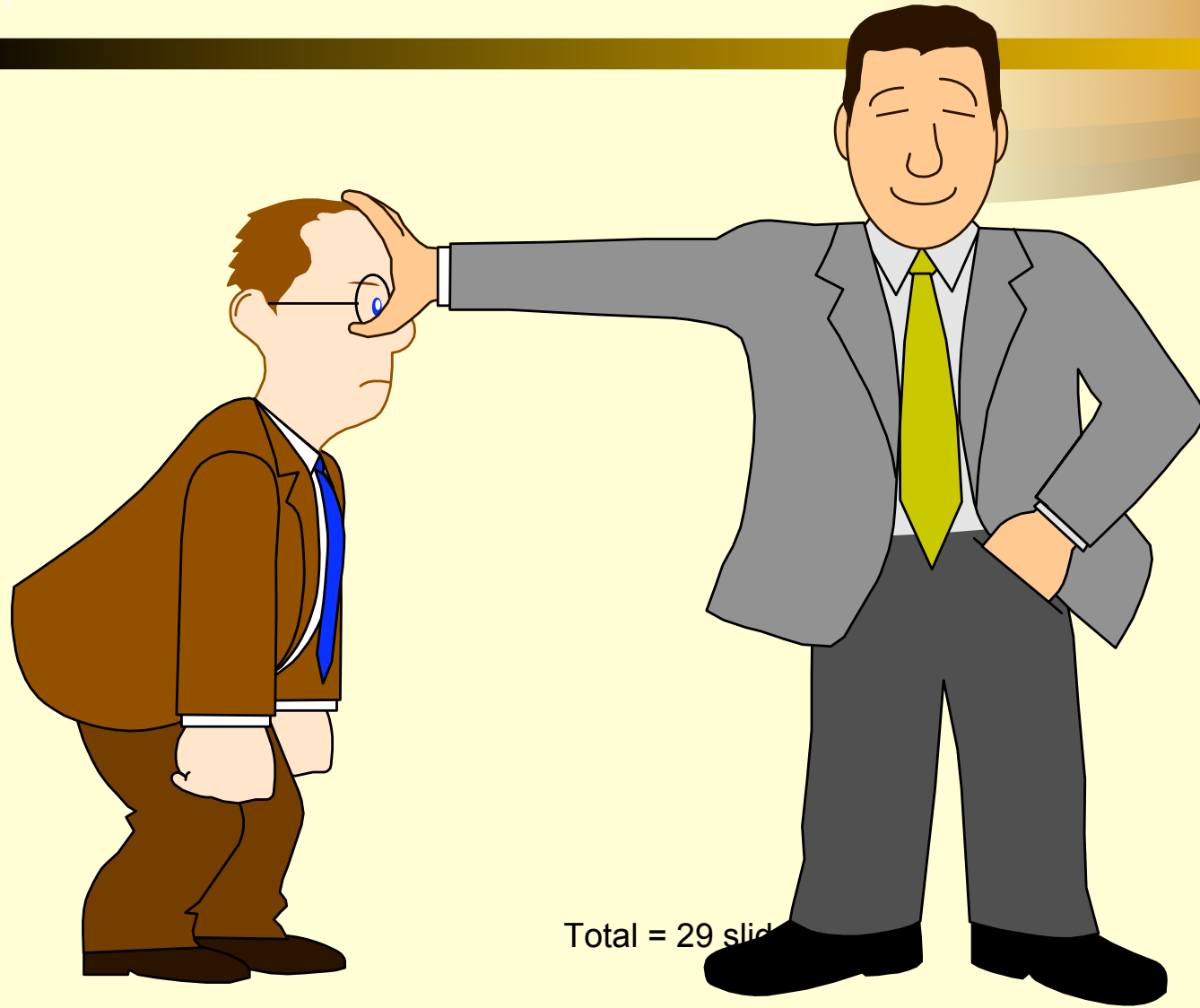
Operationalization
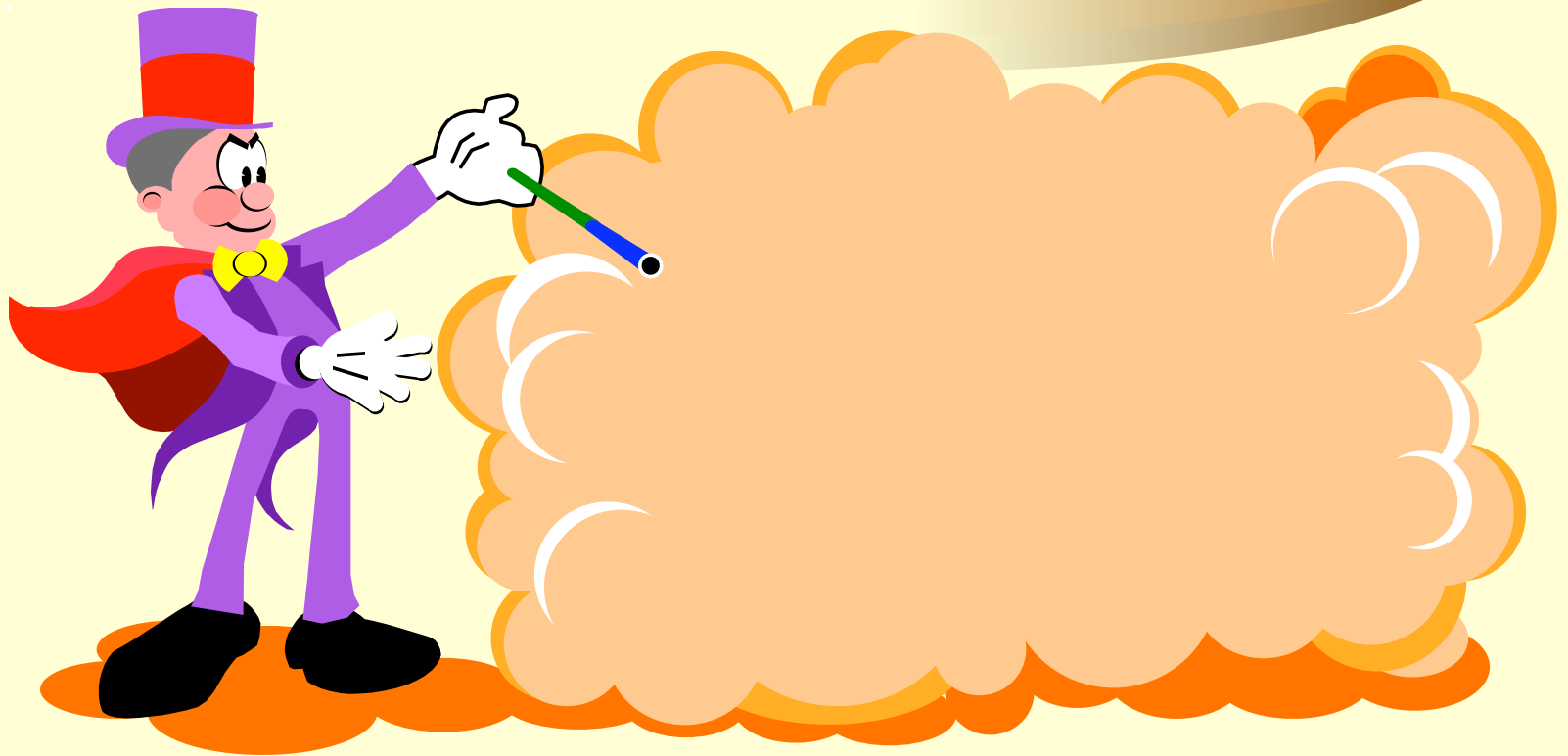
Levels of measurement

- Nominal
- Ordinal
- Interval
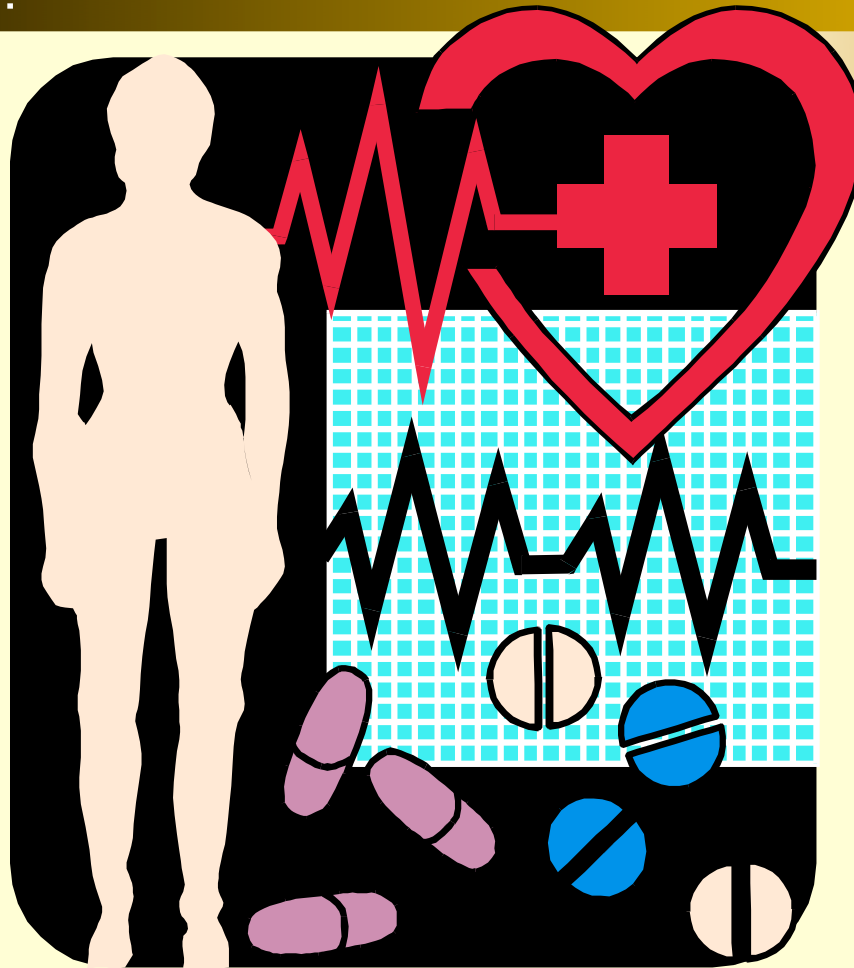- Ratio

Total = 29 slides

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
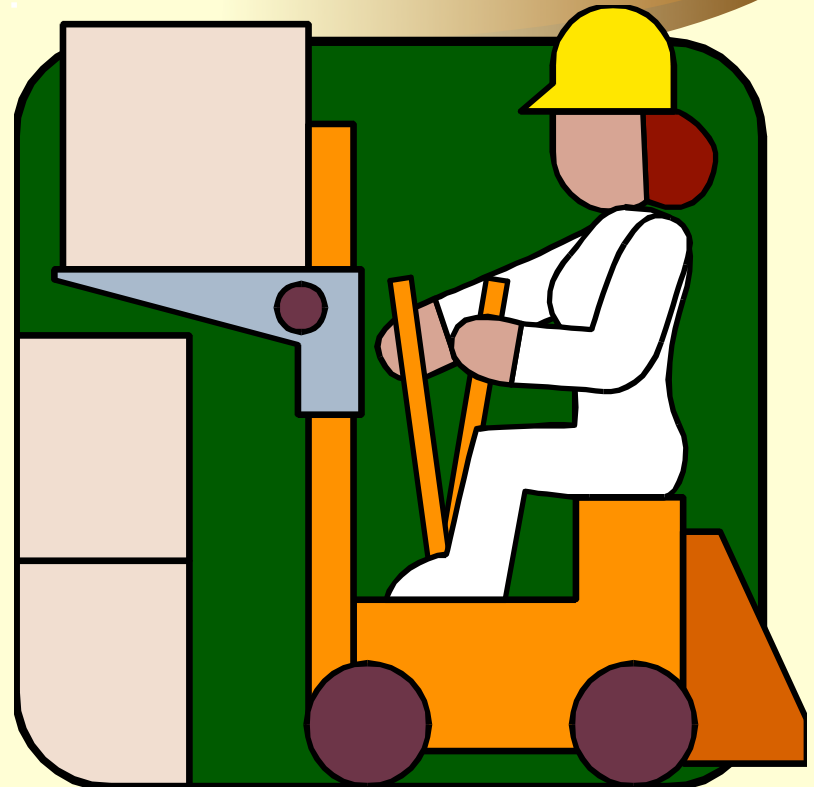- Avoid biased items and terms

Total = 29 slides
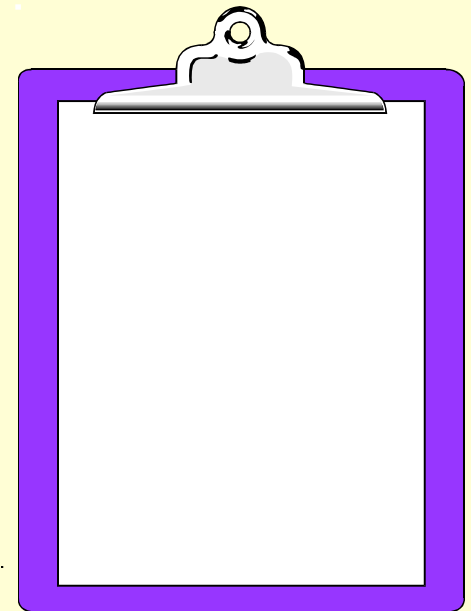
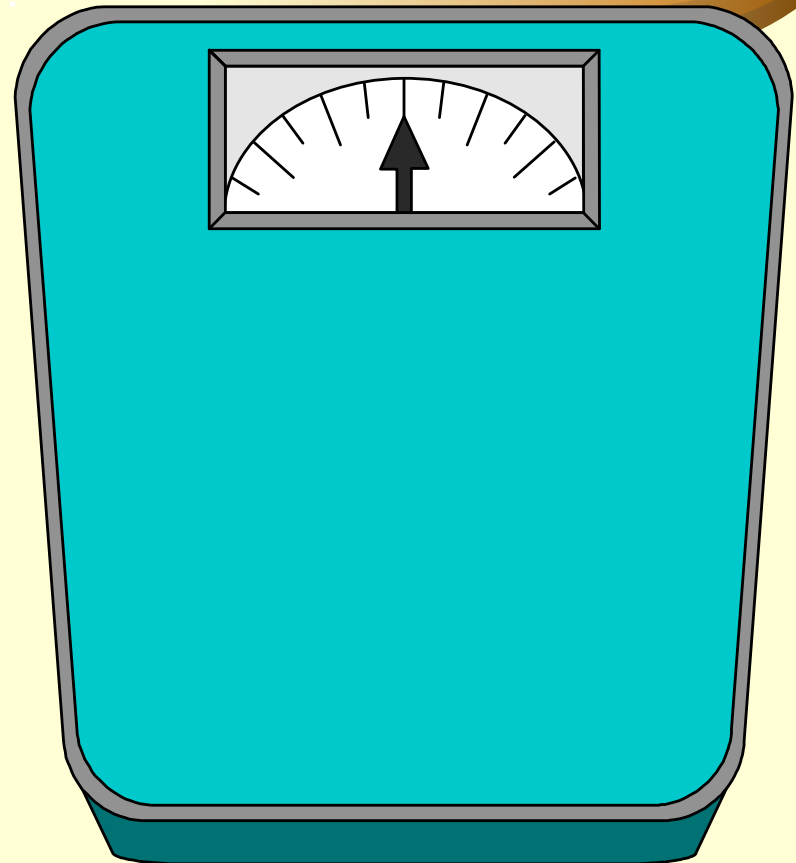# *Composite Measures*

Total = 29 slides

Index construction

- Face validity
- Bivariate, multivariate
- Scoring
- Validation

Total = 29 slides

- Intensity structure
- Bogardus
- Thurstone
- Likert
- Guttman

Total = 29 slides

Typologies

Like jazz?

Yes   No

Like classical?

Yes

No

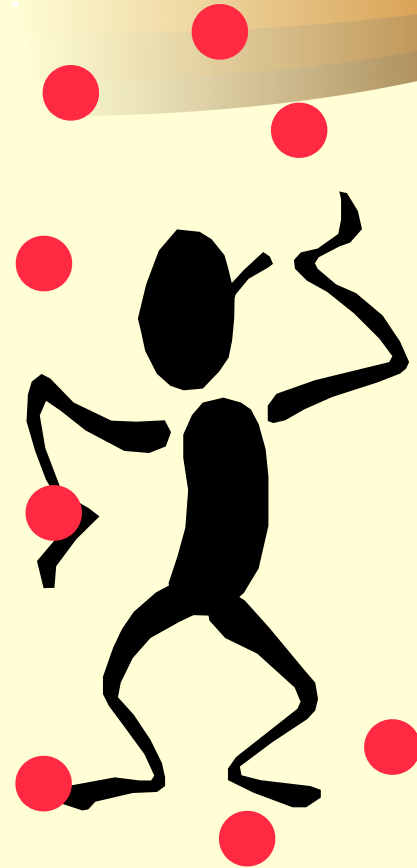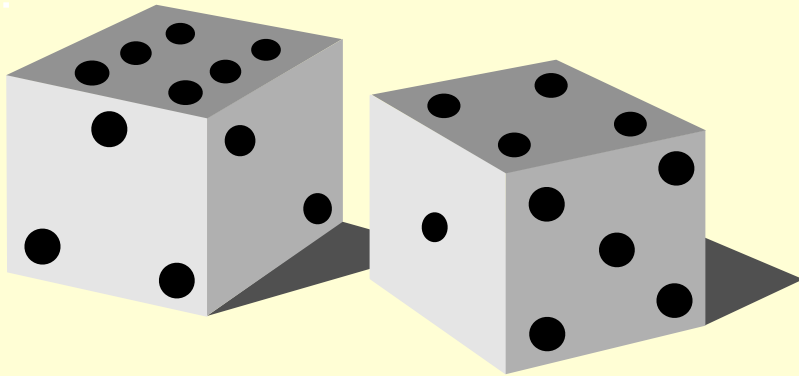Not unidimensional

Okay for IV, not for DV

Total = 29 slides

Sampling

Total = 29 slides

History

- Literary Digest, 1936
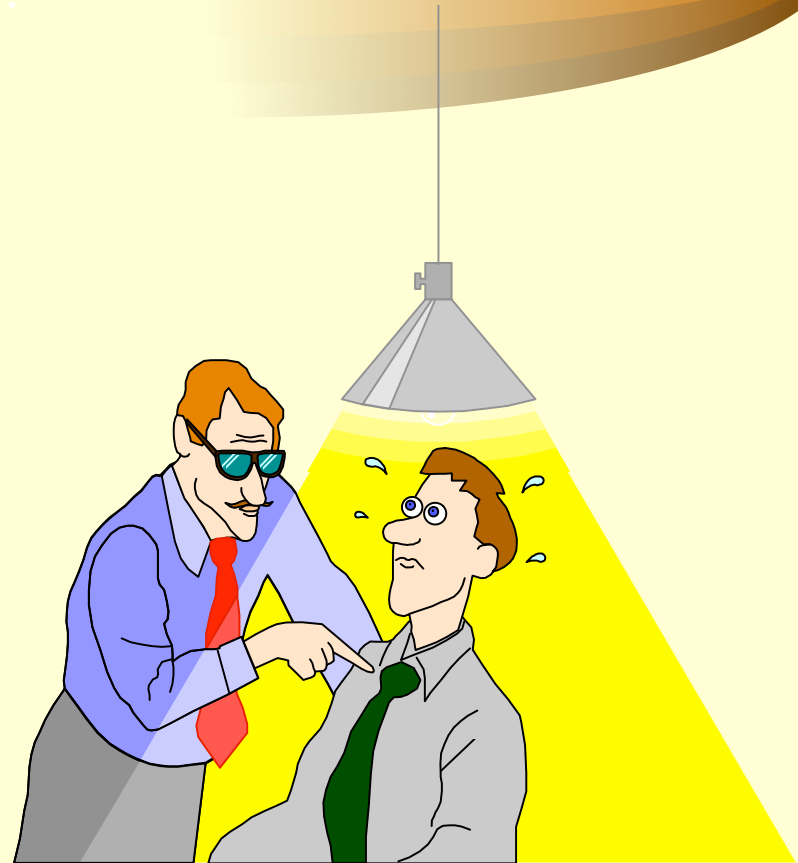- Gallup, 1948
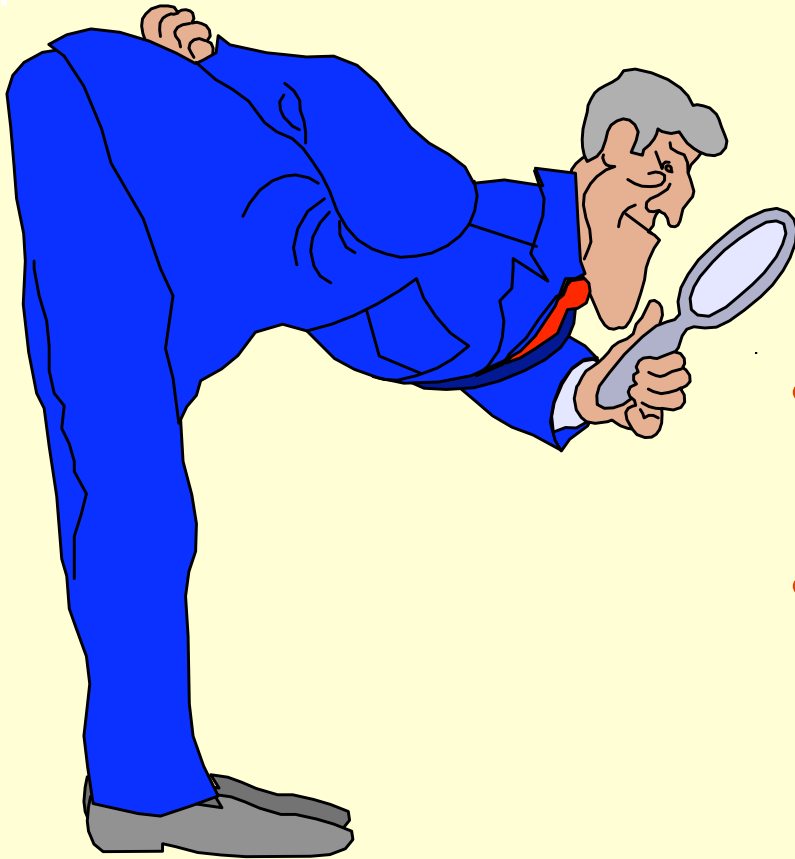- Current methods

Total = 29 slides

Probability sampling

- EPSEM model
- Simple random sample
- Systematic sample
- Stratified sampling
- Cluster sample
- Weighting
- Probability proportionate to size

Total = 29 slides

Nonprobability sampling

- Available subjects

- Snowball sampling

- Selected precincts

- Quota sampling

Total = 29 slides

Next Time

- Mid-term - Good Luck
- Review Chapters 1-7

Total = 29 slides