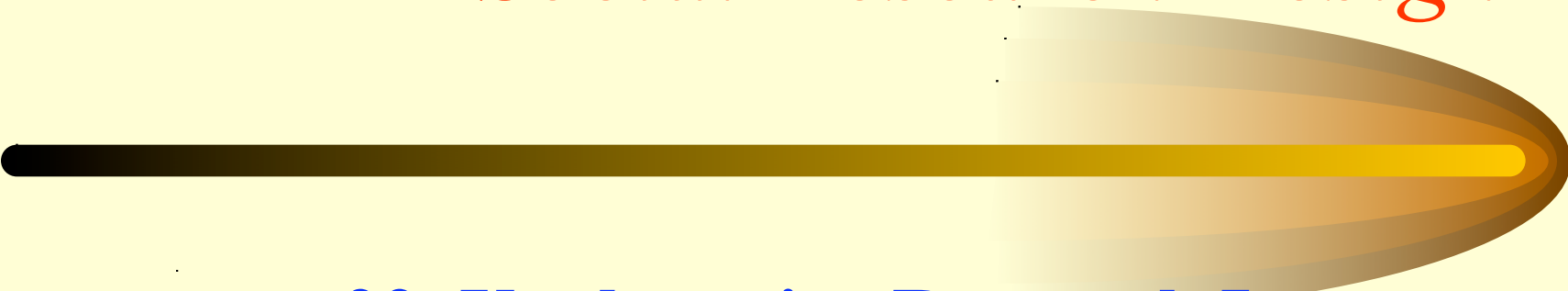


*SOCIOLoGY 201:*  
*Social Research Design*



**22. Unobtrusive Research I**

# Preview



- *Workbook assignments due: 11.3(50 pts)*
- Conclude channeling discussion
- Unobtrusive Measures
- Existing Statistics

# *Conclude Channeling Discussion*



- How does channeling paradigm differ from your view of the world?
- How would you feel, studying something like channeling?
- Would it be alright with you for the channeling paradigm to be correct? To be incorrect?

# *Opportunity to study paradigms and paradigm-shifts*



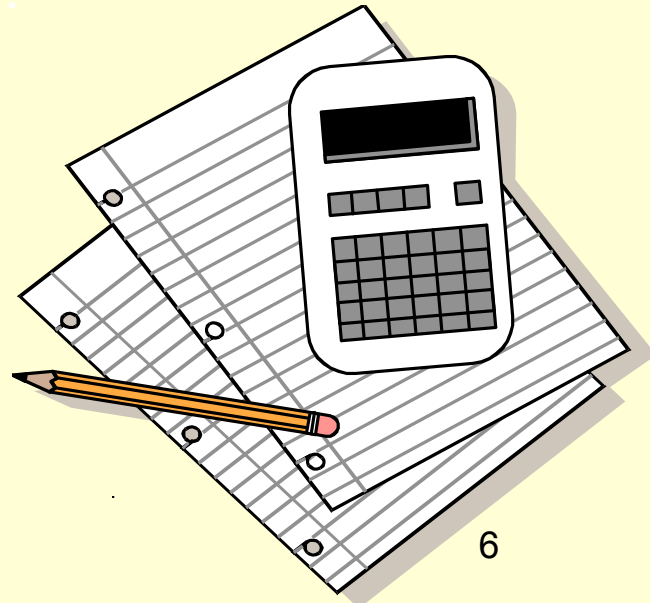
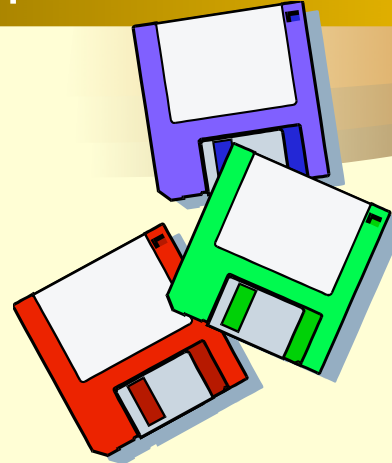
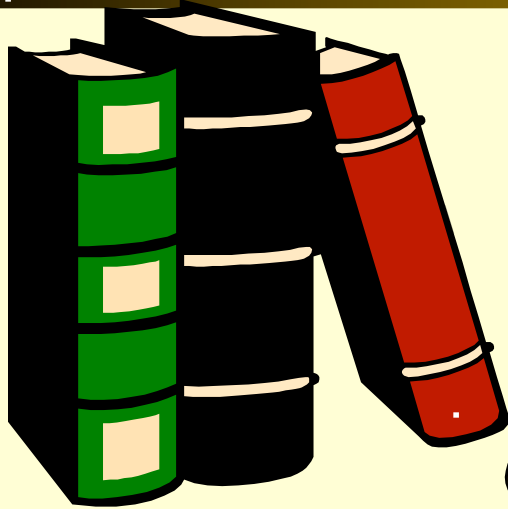
- Can't reason from one paradigm to another
- Can't prove one, using another
- esp Research dilemma
- Can only step inside the new one and see if it makes sense and

# *Define/discuss Unobtrusive Measures*



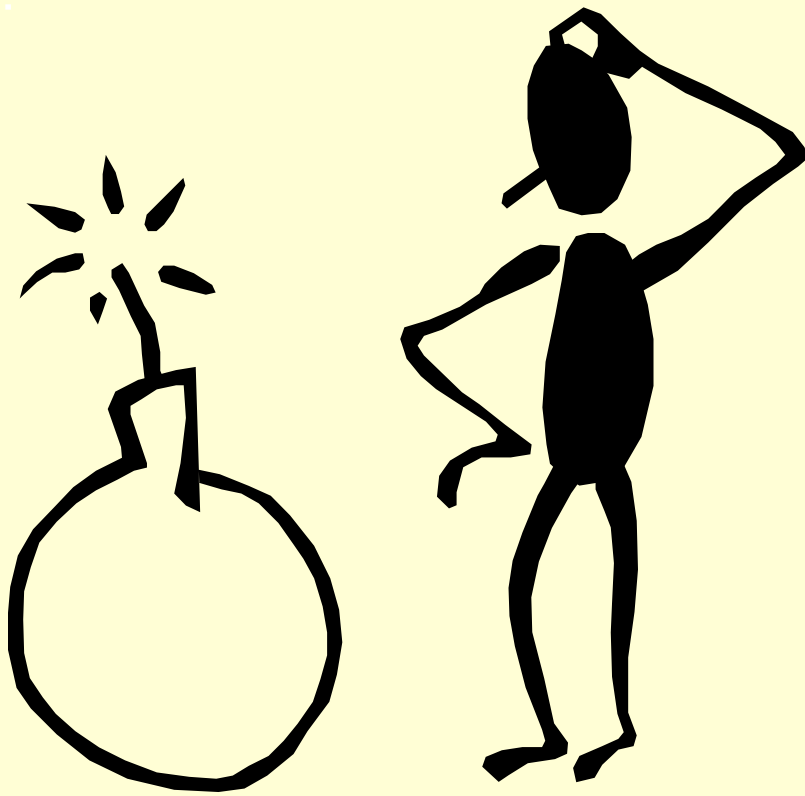
Total = 15 slides

# *Existing Statistics*



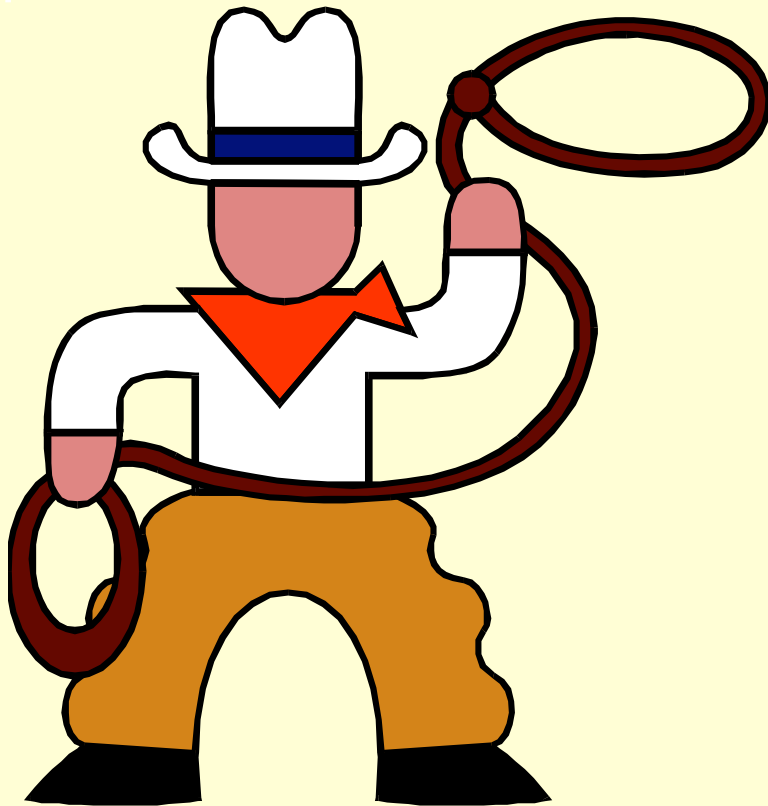
total = 15 slides

# *Review Durkheim's Suicide*



- How do you study suicide?
  - Survey?
  - Participant observation?
- Units of analysis and ecological fallacy
- Durkheim analyzed ever-smaller units

# *Problems of validity*



- They may not have what you really want
- May have to settle for something approximate
  - e.g., marijuana arrests instead of usage



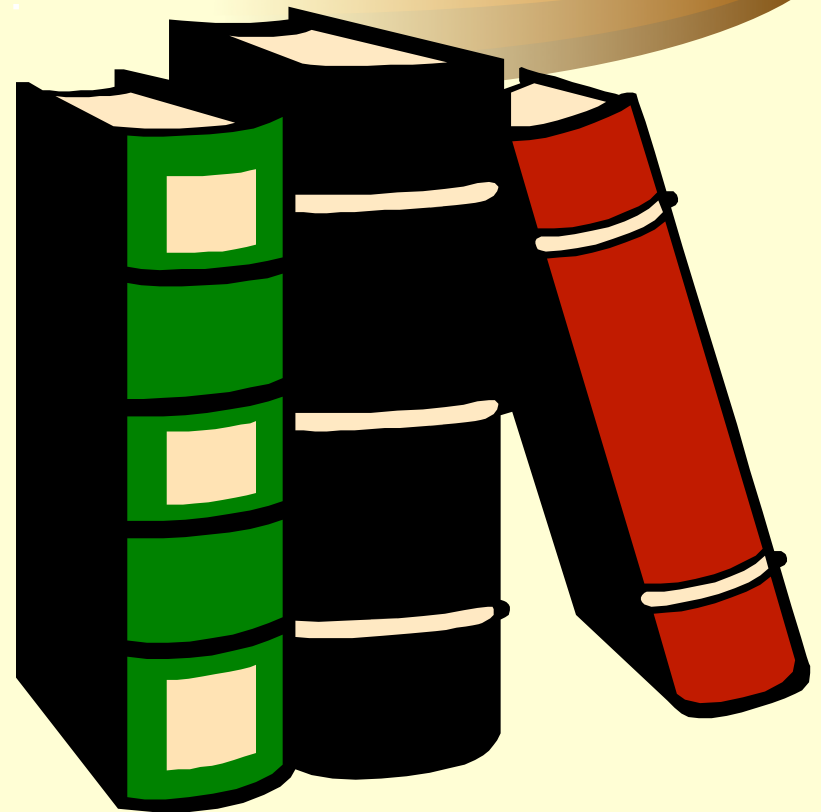
# *Problems of reliability*

- FBI crime statistics
- Different locales have different methods
- Political campaigns may affect this



# *Sources of existing statistics*

- *Statistical Abstract of the US*
- Federal agencies
- United Nations
- Public Opinion
- Gallup volumes
- Britannica



# *World Wide Web*



Total = 15 slides

# *Exercise with Population Sheets*



- Recall earlier discussion of birth rates
- What might be related to birth rates?
  - Death Rate, IMR, Life Expectancy, Percent Urban, Maternal Deaths, Use of Contraceptives, Per Capita GNP
- Put some country statistics on the board to check it with a few countries

# *Next Time*



- Unobtrusive Measures II
- Review Chapter 12