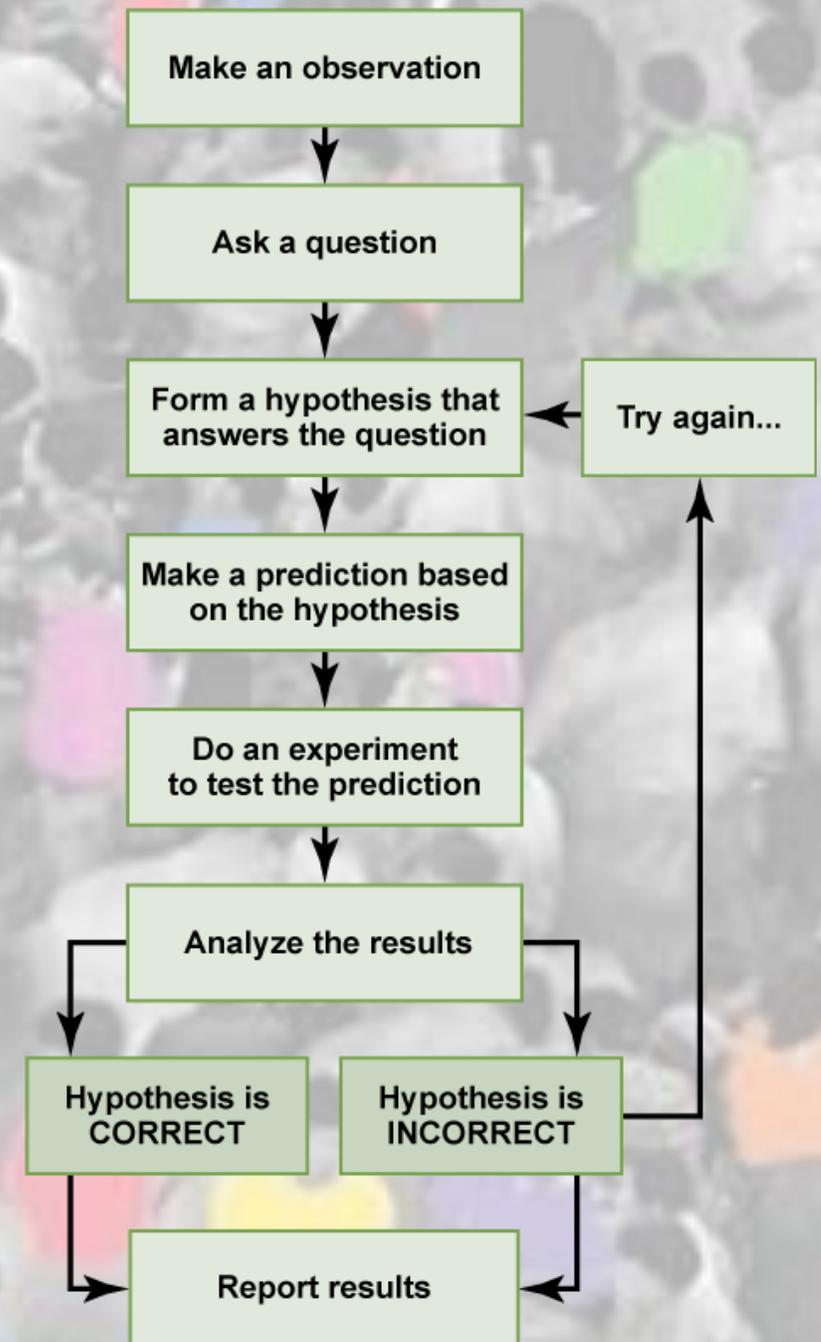


A high-angle, slightly blurred photograph of a large crowd of people. The image is mostly in grayscale, but several individuals are highlighted with bright, solid colors: red, blue, yellow, green, purple, orange, and pink. These highlighted figures are scattered throughout the crowd, which appears to be moving or gathered in a public space. The overall effect is one of a vast, diverse group of people.

Sociology as a Science

Sociological Research

- As a science the study of Sociology uses the Scientific Method to come up with an issue and actually test it
 - Uses an objective, systematic, logical way of collecting and analyzing data to test a hypothesis.
 - A hypothesis is an educated guess of the types of results an experiment will produce



Purpose of Sociological Research

- Experiments are designed to reaffirm prior research or test a new hypothesis.
- New experiments are usually designed to discover new causations or correlations between variables (traits)
 - Correlations are connections between changes in one variable that leads to changes in another variable
 - Causation is when something happens because of something else
 - (ex. Introduction to new cultures causes greater cultural awareness)



Quantitative and Qualitative Research

- Quantitative Research – Collects numerical data that can then be used to find trends and patterns in the responses
 - Most common forms are surveys and polls
- Qualitative Research – Asks questions geared towards finding opinions, underlying reasons, and motivations
 - Most common forms are focus groups, interviews, and observations

Research Methods: Survey

- To test theories and gather information a popular form of research is a survey
 - Allows researchers to get large amounts of data from a wide range of sources
 - Researchers can use all data or Sample Groups of selected results
- Sociological researchers use Questionnaires and interviews to conduct surveys
 - Use a variety of methods including mail surveys, group administered questionnaires, and interviews

ement with each statement be circling a number

Strongly Agree	Neither Agree Nor Disagree	Strongly Disagree
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5	4	3	2	1
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5	4	3	2	1
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5	3	2	1
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Research Methods: Existing Source Analysis

- Sociologists do not always have to create new data, or they can compare new data to studies that have already been done
 - Sociologists do **Archival Research** where they look at information that has already been collected in past studies
 - Trying to look at change or compare to find trends
 - Archival research is done before a new study and helps develop a base to build a central question to conduct a new study

Key Forms of Sources

Primary Sources: The raw data or results from a prior study

Secondary Sources: An analysis done by someone who did not collect the data themselves

Research Methods: Observational Study

- Sociologists come up with schedule and plan to systematically watch and record behaviors
 - Naturalistic Observation: Researcher observes participants in a natural setting without influencing participants
 - Often times participants do not know they are being involved in the study
 - Structured Observation: Planned situation where researcher controls the environment and observes participants' behaviors
 - Participant Observation: Researchers fully immerse themselves in a social situation over a long period of time and record observations
 - Researcher will usually become part of the environment and get to know participants
 - Non-Participating Observation: Researcher acts an outsider looking in and not immersing themselves in the social situation
 - Observes from afar or uses secondary sources to make observations

Research Methods: Experiment

- Sociologists will design experiments in a controlled environment
 - Will use a control group and a experimental group
 - Usually designed to see how an individual or group will behave in a social situation



Research Methods: Statistical Analysis

- Sociologists use statistical mathematical data
- Entails taking quantitative data collected from surveys, observations, and experiments and analyzing it
 - Trying to find relationships, causation, and correlation between variables

