**Graphical user interface

Description automatically generated with medium confidence**

**SociologicalYOU - Chapter 2 PPT Audio Lecture Transcript**

**SociologicalYOU** by Angela Thompson and Keith Whitworth

This is Next-Gen Introductory Sociology.

Welcome to Chapter 2: Sociological Inquiry.

There are five modules in this chapter and for each chapter throughout the textbook.

For Chapter 2, they are:

Module 1: Sociology a Scientific Perspective

Module 2: The Structure of Research

Module 3: Problems with Sociological Research

Module 4: Applying the Sociological Imagination to Research Methods and

Module 5: Research Methods in a Changing Society

This PowerPoint does not cover every key term in Chapter 2. Please read your

Textbook to see what is not covered in the PowerPoint.

As we review the contents of this chapter, I would encourage you to consider the following **Points to Ponder.** These should help you think critically about sociological inquiry.

First, why is a systematic and scientific perspective important to gain insight and understanding about our social world?

Next, how is the scientific method used within sociological research?

And finally, how is social research used to address social problems?

**Module 1: The Sociological Perspective**

There is a scientific method associated with conducting sociological research. This method consists of eight sequential steps. They are:

1. To find the question or problem

2. Review the literature

3. Develop hypotheses

4. Choose a research design and methods

5 collect the data

6. Analyze the data

7. Develop conclusions

8. Report results and pose new questions.

Using the scientific method is similar to baking a cake, as both endeavors require all of the ingredients to finish with a successful end product. Leaving out one or two steps or ingredients will result in a disappointing outcome. For example, validity and reliability are as important as the eggs and flour in a cake recipe; without both, the project will be a failure.

Each step must be completed sequentially, and precision accuracy is a must in some steps.

Overall, the process is time consuming and can be difficult, but the results can be rewarding.

Let's run through a list of important key terms associated with sociological research. As noted previously, additional terms may be found in your textbook.

Hypothesis: A hypothesis is an educated guess about a relationship between two or more situations, events, or factors.

Independent variable is a factor that causes a change in another variable; dependent variable is a factor that is changed by another variable.

Validity is the extent that a study measures what it claims to measure, and reliability is the extent to which a study yields the same result on repeated studies.

Two additional terms, before we consider research design – they are anonymity and confidentiality.

Anonymity refers to concealing the identities of participants within the research project.

On the other hand, confidentiality is guarding who has the right of access to the data provided by the participants in sociology research is either quantitative or qualitative quantitative.

Research design involves data collection using systematic and numerical measures to generalize across groups of people.

The quantitative approach generalizes the data to a larger population has a large and representative sample and the data collection is structured and statistical, as in the case of secondary analysis and surveys.

On the other hand, qualitative research design involves data collection using interviews and field work observations photos texts and other subjective measures.

The qualitative method explores and investigates data and normally has a small and non-representative sample.

**Module 2: Social Structures**

Quantitative research design has its advantages and disadvantages.

Let's consider some of the design methods, beginning with secondary analysis. This is the use of data previously collected for other purposes. Secondary analysis is an inexpensive and relatively quick and convenient method of research. A drawback is when existing data does not perfectly fit your research questions.

Surveys: A survey is a series of questions used to extract specific information from

Respondents. Surveys are cost effective and can provide detailed information. The design is inflexible once the surveys are administered, and there is the potential for a low response rate.

Experiments: This involves the use of two or more groups in which one group is exposed to a factor being examined.

Under experiments there are the experimental group and the control group.

The experimental group consists of the study subjects exposed to the independent variables, while the control group consists of the subjects who are not exposed to the independent variables and are used as a reference group.

The experimental method provides more control over the design of study and is characterized by strong validity and reliability. On the other hand, results from the experimental method cannot be generalized to a larger population.

Finally, the longitudinal design is, or involves, the repeated observation of the same subjects over a duration of time. The longitudinal method provides broad and detailed data but can be cumbersome and costly due to the length of time required for the studies.

Qualitative research design also has its advantages and disadvantages.

Beginning with in-depth interviews these are one-on-one open-ended methods that probe for deeper meaning and understanding of the responses of the interviewee.

The in-depth interview has the most flexibility to gain additional insights during the process, especially when unanticipated questions or responses arise during the interview.

One disadvantage of the in-depth interview is that each interview must be transcribed,

and this procedure can be time consuming.

Participant observation is a method in which the researcher takes part in the social phenomenon being studied.

Participant observation provides unrestricted access and can be covert or overt. Covert participant observation can be laden with potential risks and unethical situations.

Ethnography – this is a descriptive account of social life and culture in a particular social system derived from the researcher being embedded over a period of time within

the group, organization, or community. Ethnography takes a great deal of time, and it really does depend on the researchers’ relationship with the research subjects.

And finally, focus groups. A focus group is defined as a small group interview or guided discussion using a moderator to gain insight into the participants’ opinions on specific topics. Focus groups can be easily implemented and the results tallied quickly.

Moderators or facilitators must avoid groupthink in order to maintain valid results. Groupthink is the tendency of group members to yield to the desires of consensus rather than expressing individual or alternative ideas.

Table 2.2.3 contains a list of the various research methods covered in Chapter 2.

Please see your book for a broader overview of each method.

**Module 3: Social Problems**

There are some problems and challenges associated with conducting sociological research. These include but are not limited to: honesty and ethics.

The honesty of the subject is one potential problem the researcher runs into. The Hawthorne effect highlights this issue. The Hawthorne effect is defined as the tendency of people to change their behavior when they know they are being studied.

In terms of ethics, ethics refers to the principles of conduct about how you are supposed to behave in a given situation. The ethics of the researcher are also important to consider, particularly when it comes to the rights of the research subject, as in the case of informed consent.

Anonymity, confidentiality, and debriefing.

For our purposes, debriefing is a follow-up review of the research. In terms of code of ethics, there are in fact, a set of guidelines of appropriate behavior established by organizations for its members to follow. The researcher must also aim for objectivity and avoid relying solely on samples of convenience.

Objectivity, also known as value neutrality, is the effort to eliminate bias from the research. Researchers should make a concerted effort to eliminate bias from their work.

Sample of convenience is a research sample that is based on the ease of accessibility of the research subjects.

Just because a research subject is easily accessible does not necessarily mean that is the best subject for the research topic.

**Module 4: The Sociological Imagination**

Case studies. A case study is defined as an in-depth analysis of a particular person place or event over a significant period of time. As a sociological tool, the case study allows the researcher to delve deeply into the experience of an individual, place, or event for an extended period of time and acts to bridge the relationship between the individual and the society.

While case studies have their advantages, the disadvantage is that the information uncovered by the case study may or may not be applicable to any other situation.

Empathy is an important part of sociological research and Max Weber's concept of verstehen gives us insight into how it can be applied. Verstehen is defined as an empathetic approach to understanding human behavior.

Verstehen involves putting yourself in the place of the other and looking at events from their perspective. This concept is a key component to the sociological imagination because it emphasizes the importance of taking an empathetic approach to sociological research.

With verstehen, you consider who, what, where, when, and why as part of your research.

An interactive exercise is used in Chapter 2 to examine these five questions and is

Useful to understanding verstehen.

**Module 5: Social Change**

The 20th century saw a surge in the range of theories that offered the discipline of sociology, alternative perspectives on issues of society and culture.

Some of the theorists include:

Anna Julia Cooper. She was a prominent African-American author and educator, and her works include *A Voice from the South: By a Woman from the South*. She originated

Black feminism.

Beatrice Potter Webb. She was an English sociologist she was a researcher and teacher, and her area included social reform of the British welfare system.

Next, we have Jane Addams. She was the founder of Hull House. She addressed the needs of families, public health, and world peace. She was the first women to be awarded a Nobel Prize, and she founded the discipline of social work.

Sophenseba Breckenridge. She was the first woman admitted to the Kentucky Bar Association. She worked on the Chicago Hull House project founded by Jane Addams, and she focused her attention on family and public welfare.

Marianne Weber was a sociologist and social analyst. She was instrumental in the German feminist movement and was the first woman elected to the German parliament. Her husband was the sociologist, Max Weber.

Let's consider three examples of feminist theory.

Beginning with liberal feminism, this perspective contends that the problem is sex discrimination and sex biased laws that are a product of prejudice and stereotyping by society.

The solution is to reform sex biased laws, challenging sexism, improving rights, and expanding the opportunities in the society.

The strategy implemented from this perspective is reducing gender roles, increasing education, removing discriminatory legislation, implementing laws that address sexism, and increasing resources to areas impacted by biological differences, such as child care.

Next, we have radical feminism. This theory contends that the problem is the intersection of various types of oppression in society and the patriarchal control men have over women's reproduction and sexuality.

The solution, from this perspective, is challenging the power structure in society, addressing the intersectionality of oppression, and liberating women from their reproductive roles.

The strategy is the separation of the sexes, redefining private space and working relationships, challenging the oppressors, reclaiming women's voice, and using technology to free women from the reproductive process.

For our purposes, the last category is Marxist socialist feminism. This theory

contends that the role of patriarchy and capitalism is the problem in society.

The solution? Major changes in political and economic systems.

The strategy, from this perspective, is strengthening the connection between home and workplace, establishing more autonomous women's organizations, increasing women's representation in politics, and working toward future political goals in what is known as

pre-figurative politics.

Finally, Figure 2.5.2 looks at how technology has changed the research process.

Sociological research has gone from a process in which researchers take field notes by hand to one in which data is compiled on an iPad and surveys are conducted online or via a smartphone. The use of clicker technology in college classrooms allows for an interactive environment and makes research part of a lived experience.

While these technologies were not invented by sociologists, they have given students, faculty, and researchers a means of more effectively exploring the various issues important to society.

This concludes the PowerPoint for **SociologicalYOU** Chapter 2 where we strive to connect sociology and YOU!

Length: 21:59