

Notes:

All powerpoint slides will be on my webpage (www.yeatts.us)

Week 5 (immediately following Test 1) will cover medical sociology and the chapter is provided on line.

Has anyone tried to get the textbook yet? Were you successful?

What is Science:

The development of generalizations, such as **laws** and **theories**,

based on the **systematic examination** of facts.

What are the major components of science?

Theories
(what we believe or guess is **real**)

Systematic Research
(a means of determining what is **real**)

How is science applied or related to sociology?

Sociology **develops theories** about society, groups, and social interactions and **tests them** with systematic research.

There are "grand" theories and "mid-range" theories

Why do I "enjoy" social theory?

Why study sociology?

- Helps us **clarify "reality"** by applying science rather than **tradition**
- To better understand our own **ethnocentrism**
- To **improve** the social world we live in

What is the Sociological Perspective? (also referred to as the sociological imagination)

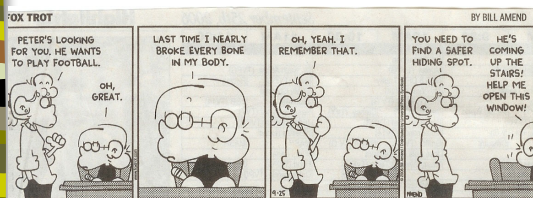
- Applying our understanding of **socialization** to the social world around us
- Opens a **window** to unfamiliar social worlds.
- Offers a **fresh look** at familiar worlds.

Paradigms in Sociology

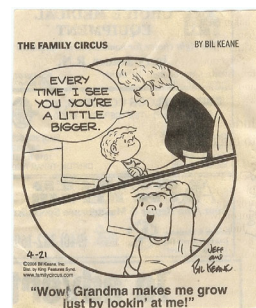
What is a Paradigm?

A model or framework for observation and understanding which shapes both what we see and **how we understand it.**

Three examples for understanding a Paradigm?



Three examples for understanding a Paradigm?



Three examples for understanding a Paradigm?



Theoretical Perspectives (or paradigms) in Sociology

There are **three grand theories** (also referred to as paradigms) that receive the most attention in sociology:

1. **Structure-Function Theory**
(people work together)
2. **Conflict Theory**
(people compete against one another)
3. **Symbolic Interaction Theory**
(shared meanings, how people communicate)

How do these perspectives relate to the paper you will be writing?

Structure-Function Theory

- Society is like a complex **organism**, made up of interrelated parts (structures) that work (function) together.
- Like an organism, if society is to function smoothly, its parts must **work together** in harmony.
- **Dysfunction**—when a part is not functional

Conflict Theory

- States that the **nature of society** is NOT one where everything works together but instead:
 - there is constant competition or conflict for **scarce resources**.
 - The result is constant **battles between groups** and individuals.
- Macro level

Which do you think is the "correct" perspective?

Everything is attempting to work together or everything is competing for scarce resources?

Symbolic Interaction Theory

- Examines shared meanings between people (micro level);
- people use **symbols to interact** (for example: language is a set of symbols; facial expressions are symbols; the American flag)

Macro and Micro theory

Similar to Grand and Mid-range theories.

How might each theory be applied to the study of crime?

- Structure Function theory
- Conflict theory



Doing Sociological Research

What is the purpose of social research?

How is sociological research related to social theory?

Hypotheses?

Reliability and validity?

Basic steps to Social Research

What do you think is involved in doing social research?

What is the very first step?

1. **Select a topic (e.g. a theory and hypotheses or a general topic of interest)**

Example: Theory: Behavior affects grades.

Hypothesis drawn from this theory: Hours of sleep affects grades."

2. **Review the literature**

Purpose: to determine what research has already been done, such as on the relationship between sleep and grades.

What do we know already without doing any additional research? And, what don't we know that we would like to know?

Next step?

3. **Based on the literature review, reconsider your theory and hypotheses and/or develop new ones for your topic of interest.**

(e.g., 7-9 hours of sleep results in better grades than less or more sleep.)

4. **Choose a research method(s) to test hypotheses**

(e.g., What data will you collect & how? Survey research? Observation?)

Data Collection Techniques: (1) Survey Research Methods

- Select a sample from the larger population.
- A random sample will reflect the population.
- In order to have a random sample everyone in the population must have the same chance of being included in the study.

Issues Regarding Survey Research

- Ask neutral questions
- Closed ended questions—followed by a list of possible answers,
- Open ended questions—which allow people to answer in their own words.

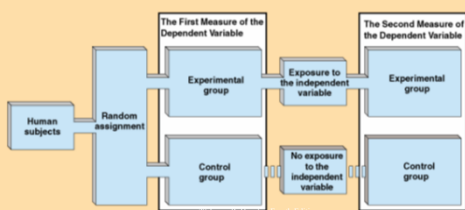
(2) Observation (also referred to as Fieldwork)

- Using Observation the researcher observes and records what is happening in order to determine the accuracy of the hypotheses.
Example?
- Unobtrusive measures—when researchers observe people who do not know they are being studied.

What is the difference
between
Quantitative Data and
Qualitative Data?

(3) The Experimental Design (example: test the effectiveness of a teaching technique on sociology knowledge)

The Experiment



5. Collect the data

(Try to maintain validity & reliability.)

6. Analyze the results
 (What relationships will you look for in the data? What statistics will you use?) (see cartoon on next slide and YouTube video)

7. Share the results
 (Who will be interested? What reports & publishing will you do?)

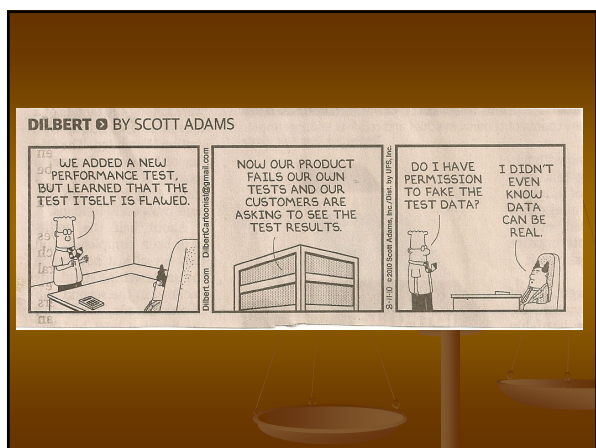
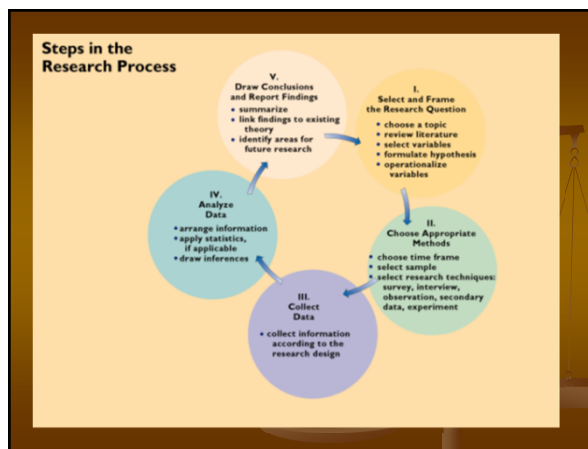


Correlation vs Causation

What is the difference between the two? A look at the relationship between religion and social problems (4 minutes).

http://www.youtube.com/watch?v=YxTZv8c_GBM&feature=related

Example of correlation without causation: the consumption of ice cream by a society is correlated with outdoor crimes.



Ethics in Sociological Research

- Ethics condemn **plagiarism**.
- Research participants should not be **harmed**.
- Ethics require openness, **honesty**, and truth.
- Humphreys **Tea Room Trade** helped bring attention to ethics
- In sociology, we should remain **value free**—our values should not affect research (e.g., **avoid ethnocentrism**).
 - Values**—personal beliefs about what is good or worthwhile.

Thank you
very much.

Small Group Discussion

In small groups you will be assigned
(1) a particular topic such as gang
violence, homelessness, suicide, or
teenage pregnancy and
(2) a functionalist or conflict
perspective.

Explain the selected topic from
that perspective. Explain why your
perspective is better than the
others.

The wisdom of sociology:

Sam Richards at
TEDxLacador
(14 minutes)

https://www.youtube.com/watch?v=gWD6g9CV_sc

What is Sociology:

William Davies
(5 minutes)

<https://www.youtube.com/watch?v=LK5J0-eM-HE>

What is Sociology

(2 minutes)

<https://www.youtube.com/watch?v=TFdUicAXAUM>

Mead and Blumer's Symbolic
Interaction
(3:33 minutes)

<https://www.youtube.com/watch?v=jFQIIM8IRZU>

Mead's "I" and "me" and his stages of
development
(5:26 minutes)

<https://www.youtube.com/watch?v=7A26Tct0UnQ>

Symbolic Interaction: playing chess
and assess the opposite sex

<https://www.youtube.com/watch?v=5jwOTkj4cnU>

In Sum:

- Structure-Function approach
looks at how social structures
are working together.
- Conflict theory approach looks
for the underlying conflicts
among structures and within
society
- Symbolic Interaction approach
looks for shared meanings
through symbols being used
during interactions

