**Lecture 1B**

1. **U.S. Sociology: Debate over proper goals of sociological analysis.**
2. **Basic sociology**
3. **Applied sociology**
4. **Public sociology**
5. **Tradition versus Scientific Method.**
6. **Common sense.**
7. **Scientific method.**
8. **Emile Durkheim: Scientific breakthrough in sociology.**
	1. **Used existing statistical data to compare suicide rates among groups.**
	2. **Published findings in 1897 study entitled *Suicide*.**

**1. Egoistic suicide.**

**2. Altruistic suicide.**

**3. Anomic suicide.**

1. **Major Theoretical Perspectives (get handout from website on Theoretical Perspectives).**
2. **Theory.**
3. **Symbolic Interactionism.**
4. **Symbols key to understanding social world.**
5. **Used to define relationships, coordinate actions, and develop sense of self.**
6. **Max Weber, G.H. Mead, C.H. Cooley, E. Goffman, and H. Garfinkle important contributors.**
7. **Functional Analysis (Structural-Functionalism).**
8. **Society a whole unit comprised of interrelated parts.**
9. **Must look at both its structure and functions.**
10. **Robert Merton: Distinguished functions from dysfunctions. Further distinguished functions according to whether they were manifest or latent.**
11. **Auguste Comte, H. Spencer, E. Durkheim, T. Parsons, and R. Merton important contributors.**
12. **Conflict Theory.**
13. **Society comprised of groups competing for scarce resources.**
14. **Karl Marx focused on class struggle as engine of social and historic change.**
15. **Modern conflict theorists (L. Coser and R. Dahrendorf) have expanded perspective to include conflict in all relations of power and authority.**
16. **Feminism is a more recent variant focusing on the shifting balance of power in**

**relations between males and females.**

1. **Macro-level and micro-level analysis.**
2. **Doing Sociological Research: Use of the scientific method.**
3. **Sociologists choose to move beyond “common sense” by employing scientific method in analyzing society and human behavior.**
4. **Eight steps of the scientific method.**
5. **First step: Select topic to research.**
6. **Second step: Define problem in order to narrow study.**
7. **Third step: Review literature.**
8. **Fourth Step: Formulate hypothesis.**
9. **Fifth step: Choose one of seven research designs.**
10. **Sixth step: Collect data.**
11. **Seventh step: Analyze results.**
12. **Eighth Step: Share findings through written report.**
13. **Doing research.**
14. **Variables.**
15. **Hypothesis: Independent and dependent variables.**
16. **Population: Target group interested in studying.**
17. **Sample: Random versus non-random techniques.**
18. **Operational definitions: Validity and reliability.**
19. **Research Methods or Designs.**
	1. **Surveys.**

**1. Questionnaires.**

**2. Interviews.**

**3. Formats: Open- and closed-ended questions**

**b. Experiments: Useful for determining cause-effect relations.**

 **1. Random assignment.**

 **2. Control group.**

 **3. Treatment group.**

**c. Participant Observation (Fieldwork).**

**d. Unobtrusive Research: Subjects not aware being studied.**

**e. Case Studies: Focus on single event, person, or situation.**

**f. Secondary Analyses: Use of data collected by others.**

**g. Existing Sources and Documents: Bank records, census data, newspapers,**

 **and other written sources.**

1. **Research Ethics in Sociology.**
2. **Values in sociological research.**

**a. Values: Beliefs about what is good or desirable.**

**b. Weber: Value-free sociology.**

**c. Dual dilemma in sociology regarding role of values.**

 **1. Minimizing distortion of existing research by existing value-orientation of**

 **sociologist.**

 **2. Should research only seek to analyze and explain human behavior, or should it**

 **seek to reform harmful social arrangement.**

 **d. Value clarification approach.**