Social Research as the Bedrock of Sociology
TYPES & PURPOSES OF SOCIOLOGICAL RESEARCH

FOCUS OF THE S.M.:
Systematic gathering, analysis and interpretation of information to produce Empirical Evidence.

EXPLANATORY:
To discover laws governing the social world so as to explain and/or predict events.

EXPLORATORY:
To document human behavior, social action, and the social world.

DESCRIPTIVE:
To describe characteristics of data, human behavior, social action, and social world.

EMPOWERMENT:
To smash myths and empower people to change society.
CAUSAL LOGIC

- Independent Variable
- Dependent Variable

- x
- y

- Parents’ Income
- Likelihood of children’s enrolling in college or university
a) RESEARCH PROCEDURES/PROCESSES: The Scientific Method

1. **Begin with a Research problem or question focusing on a gap in existing knowledge.**

2. **Review literature to show that the proposed gap in knowledge is true.**

3. **Refine problem or research question from literature reviewed.**

4. **Operationalize Theory into Hypothesis or Propose Thesis.**

5. **Collect and analyze data guided by thesis or hypothesis.**

6. **Interpret findings: Hypothesis confirmed or rejected; question answered; new problems emerge.**

THEORY

07/10/2010
Research Procedures/Processes: ILLUSTRATION

1. What is your topic?: Online Networking Programs
2. What is already known about Online Networking Programs—Facebook, Myspace, Twitter—and their effect on communication patterns?
3. What is missing from this knowledge? The pattern of generational gap in the use Facebook Networking Program for Communication in the city of Victoria.
4. What exactly are your research questions? What is the difference in the Facebook use pattern between teenagers and older adults living in Victoria?
5. What is your hypothesis? Teenagers use Facebook to communicate more than older adults in Victoria.
6. What philosophy or theory will inform your research? Interactionism
7. What methods and techniques will you use to gather needed information? Survey and Observation: Interviews and online monitoring.
8. How will you record and analyze the information? Audio-taping
9. What does the data tell you and what is your interpretation of this? There is no difference in the pattern of Facebook usage by teenagers and older adults in Victoria: Interpretation: Similarity in access to technology
10. What is your conclusion: There is no generation gap in Facebook usage pattern in Victoria.
<table>
<thead>
<tr>
<th>Philosophical Foundation</th>
<th>Emphasis of Research</th>
<th>Corresponding Theoretical Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positivism</td>
<td>Objective understanding of the social order</td>
<td>Functionalism</td>
</tr>
<tr>
<td></td>
<td>Quantitative &amp; Deductive</td>
<td></td>
</tr>
<tr>
<td>Criticalism</td>
<td>Encouraging social change</td>
<td>Social Conflict and Feminism</td>
</tr>
<tr>
<td></td>
<td>Quantitative &amp; Deductive</td>
<td></td>
</tr>
<tr>
<td>Interpretism</td>
<td>Understanding how people make sense of the world</td>
<td>Interactionism and Feminism</td>
</tr>
<tr>
<td></td>
<td>Qualitative &amp; Inductive</td>
<td></td>
</tr>
</tbody>
</table>
RESEARCH METHODOLOGY: APPROACHES

1. QUANTITATIVE: Numerical or Hard Data: White Privilege in Job Seeking

   - White: No criminal record
     - 34%
   - Black:
     - No criminal record: 14%
     - Criminal record: 5%

2. QUALITATIVE: Non-numerical or Soft Data: (pp. 16, 17, 97, 98 & 106). Focuses on humanity behind the numbers/statistics.
<table>
<thead>
<tr>
<th>METHODOLOGY</th>
<th>POSITIVISM</th>
<th>INTERPRETISM</th>
<th>CRITICALISM</th>
<th>FEMINISM</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPROACH &amp; LOGIC</td>
<td>Quantitative &amp; Deductive</td>
<td>Qualitative &amp; Inductive</td>
<td>Quantitative &amp; Deductive</td>
<td>Quantitative/ Qualitative &amp; Deductive/Inductive</td>
</tr>
<tr>
<td>METHOD OR DESIGN</td>
<td>Experiment, Survey &amp; Unobtrusive</td>
<td>Field Research Historical comparative &amp; Case Study</td>
<td>Unobtrusive, Historical Comparative</td>
<td>Field Research Survey, Non-reactive, case Study, His/Comp.</td>
</tr>
<tr>
<td>TECHNIQUE</td>
<td>Detached Observation, Questionnaire, Structured interview, statistics, Content Analysis</td>
<td>Participant Observation, unstructured interviews, Content Analysis, Descriptive stats, Focus Groups</td>
<td>Statistical Analysis &amp; Content Analysis</td>
<td>Participant Observation, unstructured interviews, Content Analysis, Statistical Analysis, Focus Groups</td>
</tr>
<tr>
<td>SAMPLING</td>
<td>Probability</td>
<td>Non-probability</td>
<td>Probability</td>
<td>Probability &amp; Nonprobability</td>
</tr>
<tr>
<td>PARADIGM</td>
<td>Structural-Functionalism</td>
<td>Interactionism</td>
<td>Social Conflict</td>
<td>Feminism</td>
</tr>
</tbody>
</table>
TRIANGULATION

- Using mixed methods to research the same phenomenon to achieve high validity and reliability (pp. 100 & 101)