Chapter 2 – Studying Social Life: Sociological Research and Methods

Quantitative Research

Qualitative research

Scientific method

Literature review

Hypothesis

Variables

Operational definition

Correlation

Causation

Intervening variable

Spurious correlation

Paradigm shift

Ethnography

Participant observation

Rapport

Access

Fieldnotes

Reflexivity

Grounded theory

Replicability

Representativeness

Bias

Interviews

Respondent

Target population

Sample

Informed consent

Closed-ended questions

Open-ended questions

Leading questions

Double-barreled questions

Survey

Likert scale

Negative questions

Representative sample

Probability sampling

Simple random sample

Weighting

Response rate

Reliability

Confidentiality

Validity

Pilot study

Existing sources

Comparative and historical methods

Content analysis

Experiments

Control

Experimental group

Control group

Independent variable

Dependent variable

Value-free sociology

Basic research

Applied research

Objectivity

Reactivity

Hawthorne effect

Deception

Code of ethics

Institutional review board