

Sociology 205  
Topics for Test #2

- Feb 11-16 Qualitative Interviews  
How they're done--difference from standardized questionnaire  
reasons to do: understanding people's point of view  
practical advantages and limitations
- Feb 18 Observation  
how it's done  
artificial and natural settings  
reasons observation is useful
- Feb 20-3 Observation (continued)  
data collection and analysis  
roles: complete participant/participant observer/complete observer  
choice among roles: practical and ethical issues
- Feb 25 Explanation  
two views: discovery of laws/narrative of event  
role of observation in each approach  
what you learn from each approach
- Feb 27 Focus groups  
What they are  
difference from qualitative interviews  
why they are useful  
limitations
- March 1 Content Analysis  
Basic procedure  
coding  
evaluating reliability and validity  
applications
- March 3 Units of analysis  
what they are  
identifying units of analysis in hypotheses  
ecological and reductionist fallacy  
contextual effects
- March 5 Prediction  
importance in evaluating explanations  
what is successful prediction?
- March 15 Correlation and causation  
meaning of correlation  
relation of correlation and causation  
spurious correlation  
role of matching