

INTRODUCTION TO SOCIOLOGY 2E

Chapter 2 SOCIOLOGICAL RESEARCH

PowerPoint Image Slideshow

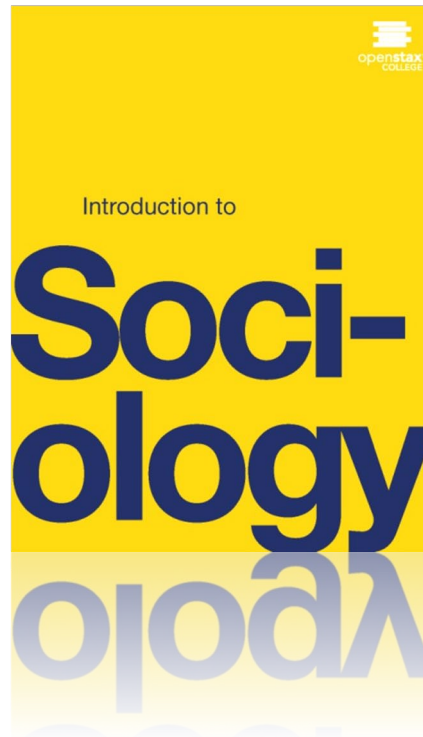


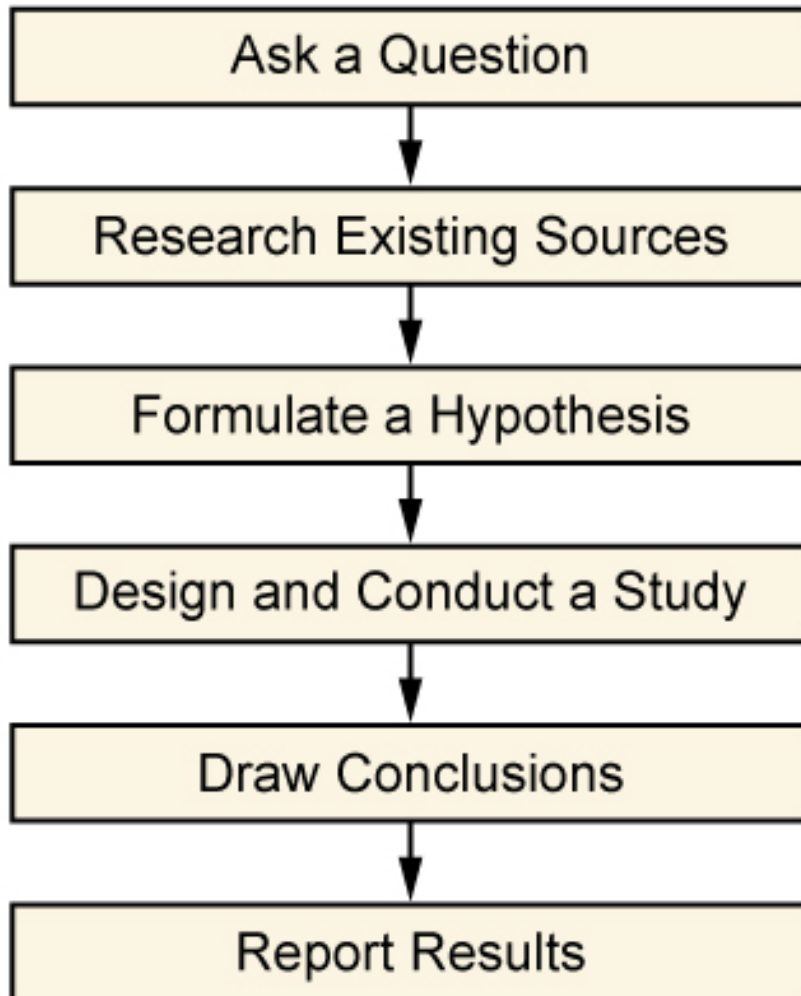
FIGURE 2.1



Many believe that crime rates go up during the full moon, but scientific research does not support this conclusion. (Photo courtesy of Jubula 2/flickr)

FIGURE 2.2

The Scientific Method



The scientific method is an essential tool in research.

FIGURE 2.3



Questionnaires are a common research method; the U.S. Census is a well-known example. (Photo courtesy of Kathryn Decker/flickr)

FIGURE 2.4



American Idol uses a real-time survey system—with numbers—that allows members in the audience to vote on contestants. (Photo courtesy of Sam Howzit/flickr)

FIGURE 2.5



Photo Courtesy of Olympic National Park

Sociological researchers travel across countries and cultures to interact with and observe subjects in their natural environments. (Photo courtesy of IMLS Digital Collections and Content/flickr and Olympic National Park)

FIGURE 2.6



Business suits for the day job are replaced by leis and T-shirts for a Jimmy Buffett concert. (Photo courtesy of Sam Howzitt/flickr)

FIGURE 2.7



Is she a working waitress or a sociologist conducting a study using participant observation? (Photo courtesy of zoetnet/flickr)

FIGURE 2.8



Field research happens in real locations. What type of environment do work spaces foster? What would a sociologist discover after blending in? (Photo courtesy of drewzhrodague/flickr)

FIGURE 2.9



A classroom in Muncie, Indiana, in 1917, five years before John and Helen Lynd began researching this “typical” U.S. community. (Photo courtesy of Don O’Brien/flickr)

FIGURE 2.10



Sociologist Frances Heussenstamm conducted an experiment to explore the correlation between traffic stops and race-based bumper stickers. This issue of racial profiling remains a hot-button topic today. (Photo courtesy of dwightsghost/flickr)