

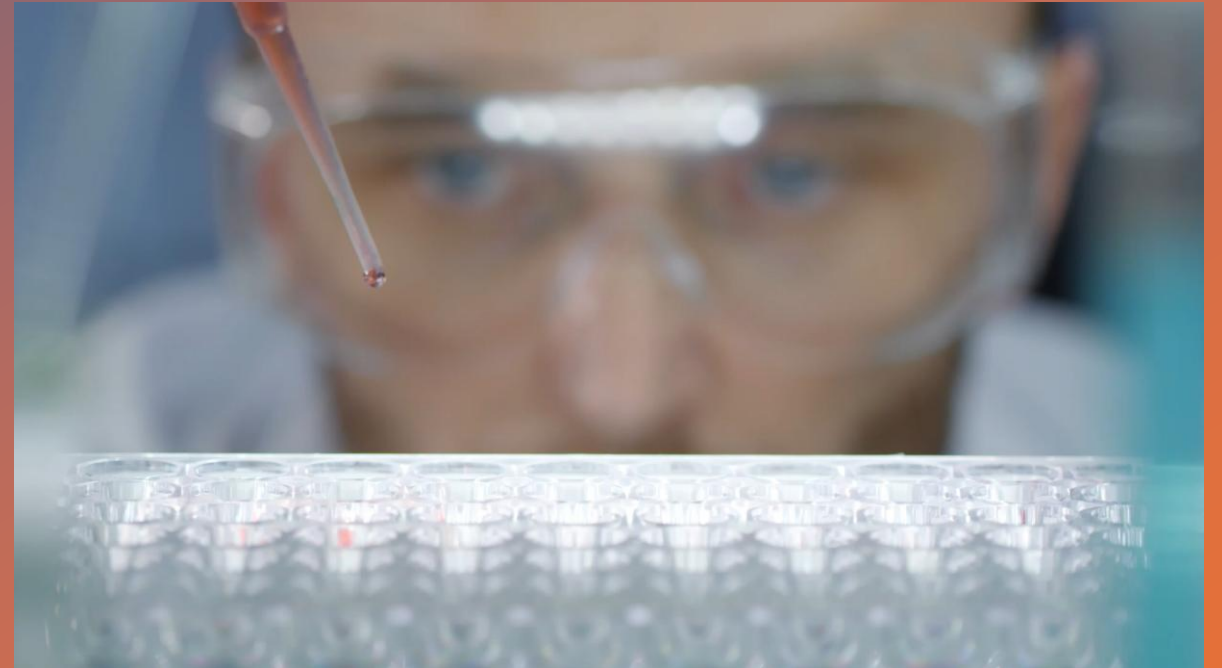
ABOUT ME



DOING SOCIOLOGICAL RESEARCH

SOC 1000
SP26
4/15/26

Christabel Sarpomaa



LEARNING OUTCOMES

By the end of this lecture, students will be able to;

- Identify major sociological research methods
- Evaluate strengths and limitations of each method
- Explain the role of professional ethics in the research process.

TODAY'S AGENDA

Introduction

Research Process

Research Methods

Ethics

Class Activities

Understanding Sociological Research



What is Sociological Research?

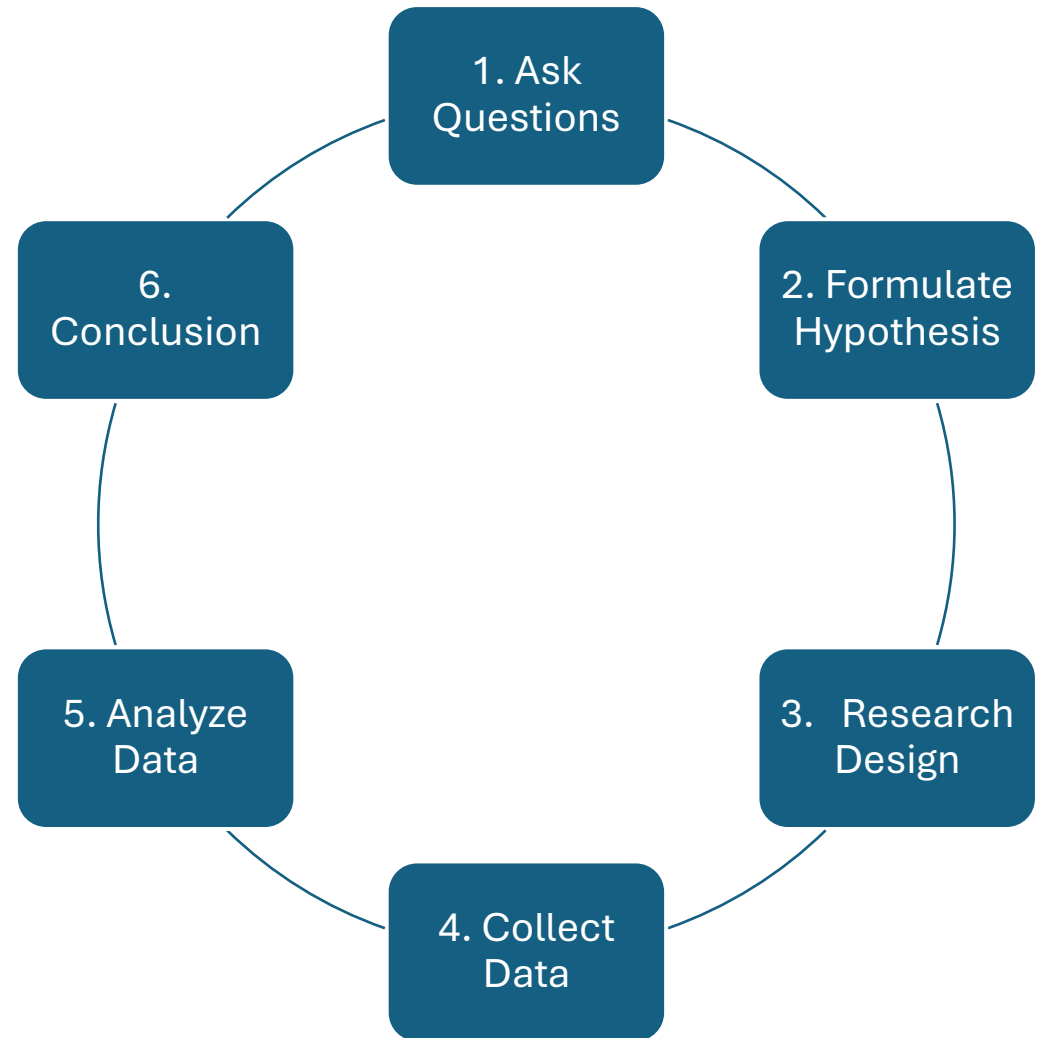
Sociological research is the tool sociologists use to answer questions.

- Based on evidence not common sense
- Challenges assumptions

Why it matters

- Moves beyond stereotypes
- Helps explain inequality
- Informs policy and solutions

SOCIOLOGICAL RESEARCH PROCESS



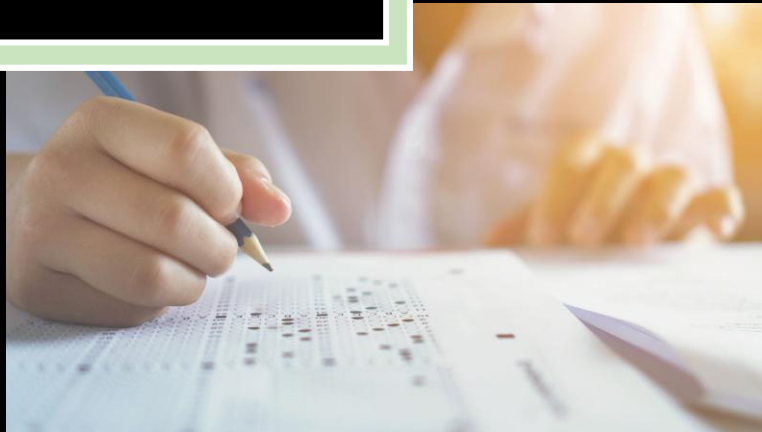
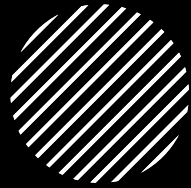


Research Tools Sociologists Use

Each method is different from the other but they all share a common goal: a deeper understanding of how society operates.

- Surveys
- Interviews
- Observation

survey



Surveys

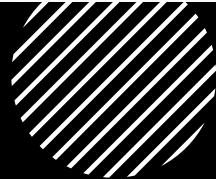
- Collect data from many people
- Questionnaires, and Interviews.

Strength

- Large sample
- Generalizable

Weakness

- Limited depth
- Response bias (Inaccurate or Dishonest Answers)



Interview

- In-depth responses

Strength

- Rich detail

Weakness

- Time-consuming
- Small sample

Observation

- A sociological research technique in which the researcher is simultaneously both a participant in and observer of what is being studied (Anderson & Taylor, 2026)
- **Participant and Non-Participant**

Strength

- Provides rich, detailed data
- Gives deeper understanding of social interactions

Weakness

- Researcher(observer) bias
- Hawthorne effect
- Hard to generalize

ACTIVITY



Which method would you use to study these research question and why?"

Studying dual earning couples

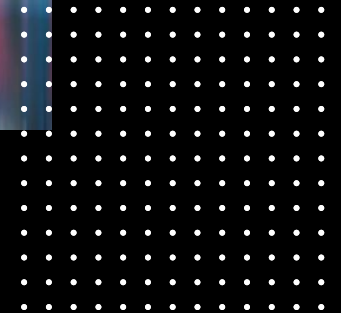
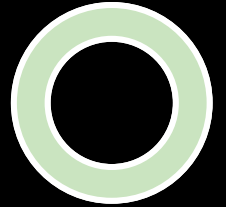
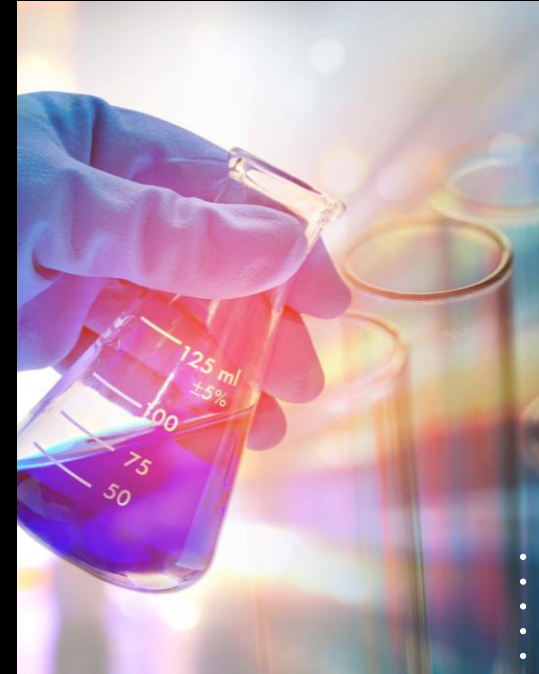
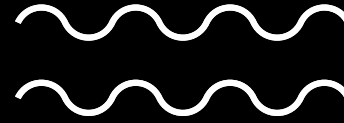
Studying homeless people

What it's like to leave in the US

ETHICS IN SOCIOLOGICAL RESEARCH

Sociological research often raises ethical questions.

- Researches adhere to guidelines to ensure subjects are not exposed to physical, emotional or legal harm
- Informed consent
- Anonymity: researcher cannot identify participant
- Confidentiality: researcher knows but keeps private
- Anonymity
- Avoid physical or psychological harm



Ethics Across Research Methods

Survey

Ensure anonymity

Avoid sensitive or harmful questions

Example: No names collected in questionnaires

Interviews

Obtain informed consent

Protect confidentiality

Example: Use pseudonyms instead of real names

Observation

Be transparent when possible

Protect participants' privacy

Example: Do not record without permission

WHY ETHICS MATTERS



PROTECT PARTICIPANTS



ENSURE TRUSTWORTHY
RESEARCH



MAINTAIN INTEGRITY

SUMMARY

Research is systematic

Methods have strengths & limits

Ethics is essential



REFERENCES

- Anderson, Margaret, and Taylor Howard. 2026. *Sociology: The Essentials*. 11th Edition. Cengage. Chapter 3

THANK YOU! ALL THE BEST IN
YOUR FINALS

THANK YOU! ALL THE BEST IN