

Chapter 11

Unobstrusive Research

REVIEW

- Unobtrusive Research
 - METHODS of studying social behavior without affecting
 - Qualitative or quantitative
 - Content analysis, historical comparison, etc.

CONTENT ANALYSIS

- Manifest Content
 - The concrete terms contained in communication
 - Things you can see or count. You don't have to read into it.
- Latent Content
 - The underlying meanings of communication
 - Let's you speculate and use personal analysis more, but can make things more uncertain and unclear.

CONTENT ANALYSIS

- Advantages
 - Economy, safety, span of time
- Disadvantages
 - Limited to recorded communication
 - Reliability and validity

COMPARATIVE and HISTORICAL RESEARCH

- The examination of societies (or other social units) over time and in comparison with one another.
- Used to provide historically grounded explanations of large-scale and substantively important outcomes
 - Social class, capitalism, religious movements, etc.

COMPARATIVE and HISTORICAL RESEARCH

- It's different in these ways:
 - Finding patterns in huge amounts of data, often called *ideal types*

Sampling and data analysis are generally more complex in content analysis because:

- A. The method is less highly developed than other modes of observation
- B. Both sampling and data analysis are not as appropriate
- C. Sampling error cannot be calculated
- D. Current statistical techniques do not apply
- E. The units of analysis are not always clear

Which sampling technique is applicable in content analysis?

- A. Simple random
- B. Systematic
- C. Stratified
- D. Purposive
- E. All of the above

Dr. Reese wants to count the number of times the word 'transnational solidarity' appears in the previous World Social Forum. She is examining:

- A. Latent structure
- B. Manifest content
- C. Latent content
- D. None of the above

Dr. Scott codes how frequently Desperate Wives portrays sexual activities. He is examining:

- A. Manifest content
- B. Latent content
- C. Sociometric choices
- D. Sociological encounters
- E. Blau's space

According to your text, Durkheim used for his study on suicide:

- A. Surveys
- B. Experiments
- C. Observation
- D. Governmental statistics
- E. Evaluation research

The major disadvantages of analyzing existing data is:

- A. Ethical violations
- B. Errors in coding
- C. Inappropriate statistical techniques
- D. Reliability of measures
- E. Validity of measures

The goal of historical analysis is to:

- A. Study events more intensively than a historian would do
- B. Interrelate specific events
- C. Focus on generalized understanding of changes over time and among cultures
- D. Focus less on people and more on historical ideas or statistics

Dr. Aguirre performed his historical analysis of race relations over the last 50 years now at work developing a conceptual framework composed of the essence of racism. He detailed core features of racism to create a theoretical model of 'perfect' racism. He used which one:

- A. Hermeneutics
- B. Ideal type
- C. Weber's verstehen
- D. Paradigm shift