

Lecture 10: Methods of Quantitative Research

Notes

Essential Question: What are the benefits and drawbacks of using quantitative methods of research?

Sociological Conclusions Grounded in Two Ways

- 1.
- 2.

Data

Primary Data: Define

- Benefits
- Drawbacks

Secondary Data: Define

- Benefits
- Drawback

Theory: (Define)

Components of a Theory

- 1.
- 2.

Validity: (Define)

Reliability: (Define)

Operationalize: (Define)

Approaches to Conducting Research

Two Approaches

- 1.
- 2.

A. Positivism

1. Define
2. Deductive Method:
3. Quantitative Methods: (Define)

Main Quantitative Methods

- 1.
- 2.
- 3.

Surveys (Describe the Following)

Questionnaires and Structured Interviews

Longitudinal Studies

Cross Sectional Surveys:

1. Benefits of Surveys

- 1.
- 2.
- 3.

2. Limitations

- 1.
- 2.
3. Researcher Effect (Define)

Experimentation

Independent Variable

Dependent Variable

Control Group

Experiment Group

Benefits

Natural/Field Experiments

Harold Garfinkel

Benefits

- 1.
- 2.

Limitations

- 1.
2. Hawthorne Effect

Content Analysis:

Benefit

Limitation

Overall Benefits of Quantitative Methods

Generalizability

Effects of Population Size

Big Data

Overall Limitations of Quantitative Methods

Lived Experience

Subjective Experience

Write a summary of your notes by answering the Essential Question