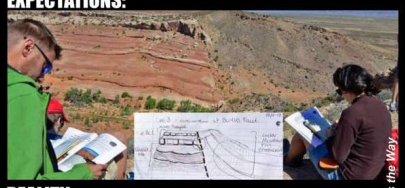
DOING FIELD WORK:

EXPECTATIONS:



REALITY:

1

Where we are...

Date	Things Due	Reading (15th)	Category	TOPIC	Lab #	Lab Assignment	Type	T	R
Tue Jan 21			Orientation	Orientation					
Thu Jan 23		chapt. 1	Orientation	Inquiry & Research		Empirical Claims	Topical		1
Tue Jan 28		chapt. 4	Orientation	Research Design	(2)	Mini-Design	Solo	1, (2)	
Thu Jan 30			Orientation	RPSS Intro	2	Computing (miles)	Data		(2), 3
Tue Feb 4	HW1 Article Review	chapt. 2	Orientation	Explanation & Theory	4	Writing Hypo	Topical	3,4	
Thu Feb 6		ch 17 & p 437	Orientation	Researching Research (geek!)					
			Measurement	Recoding (in lab?)	5	Recoding (colleges)	Data		4, 5
Tue Feb 11		pp. 124-137	Orientation	Conceptualization	(6)	Measuring Love	Solo	5, (6)	
Thu Feb 13	HW2 Annotations	pp. 130-157	Measurement	Operationalization	7	Internal Validity	Topical		(6), 7
Tue Feb 18		pp. 421-426	Measurement	Elementary Stats	8	Univariates (gssub)	Data	7, 8	
Thu Feb 20		chapt. 3	Orientation	Misuses of Research	EC1	Ethics (extra credit)	Solo		8, EC1
Tue Feb 25	HW3 Dataset Basics	p.415-420, 434-436	Measurement	Quantitative Analysis	9	Coding Heroes	Topical	EC1, 9	
Thu Feb 27		p. 210 & 427-429	Measurement	Indices & Scales	10	Lab (short!)	Data		9, 10
Tue Mar 4		pp. 249-256	Measurement	Surveys: Wording	11	Draft Survey Questions	Topical	10, 11	
Thu Mar 6	HW4 Welfare Analysis	chapt. 7	Measurement	Sampling & Errors	(12)	Apartments	Solo		11, (12)
Tue Mar 11		p. 426-427, 429-433	Description	Crosstabs	13	Crosstabs (gss84)	Data	(12), 13	
Thu Mar 13	MID TERM			Project Overview (mandatory lecture)					13
Tue Mar 18				(Spring Break)					
Thu Mar 20				(Spring Break)					
Tue Mar 25	HW5 Indices	pp. 256-263	Measurement	Surveys: Format	14	Draft Survey Format	Topical	14	
Thu Mar 27			Description	Testing (Ordinal) Association	15	Ordinal Tests (UrbDecline)	Data		14, 15
Tue Apr 1		chapt. 8	Observation	Experimental Research	16	Review Survey Draft	Topical	15, 16	
Thu Apr 3	HW 6 Proposal		Description	Three Interval Tests	17	3 Tests	Solo		16, 17
Tue Apr 8		pp. 263-268	Description	Surveys: Mode	(18)	Conduct Survey	Solo	17, (18)	
Thu Apr 10		pp. 433-434	Description	Multivariate & Modeling	19	Multiple R (multireg)	Data		(18), 19
Tue Apr 15	HW7 Three Tests	ch 13 & 428-429	Orientation	Qualitative Analysis	(20)	Jaywalking Study	Solo	19, (20)	
Thu Apr 17									
Tue Apr 22		chapt. 10	Observation	**Fieldwork & Ethnography**	(22)	**Grounded Theory**	Solo	(21), (22)	
Thu Apr 24	HW8 Experiment	chapt. 15	Description	Control Variables & Elab	EC2	Elaboration (extra credit)	Data		(22), EC2
Tue Apr 29		chapt. 11	Observation	Unobtrusive Research	23	Content Analysis	Topical	EC2, 23	
Thu May 1	HW9 Survey Analysis	pp. 316-318	Observation	Focus Groups	24	Evaluation Design	Topical		23, 24
Tue May 6		chapt. 12	Description	Oral Presentations	(25)	Oral Presentations Eval	Solo	24, (25)	(25)
Thu May 8									
Thu May 15	Final Exam			(no class meeting - due 5pm, firm!)				- 4	-

5/11/16 (Facebook'd)

My last class of the semester insisted I freestyle. It went something like this...
"You want me to rap
just so you can laugh.
I'm alright with that.
Let's see who laughs last.
Wait, what? He's dropping lines? Yeah, he's rhymin'.
Wasn't expecting to see that at this time in
The semester
The last lecture
With this professor
Have you seen this dude
and his silly little shoes?
And wheels with a handle?
It's a scandal.
His board's got handlebars.
I think I'm seeing stars
from this rap-teaser
crowd-pleaser.
How is all this coming out of that old geezer?
Wait, let's stop, and see what questions you got (pause)...
All blank stares from the whole damn lot?
Okay, that's enough, let's get back to the material.
The rhythm's getting to my head, and I didn't eat my cereal.
I ain't Tupac, but I did alright
for a white prof that raps,
and now I drop the mic."

SOC497/L: SOCIOLOGY RESEARCH METHODS

In the Field:

Fieldwork, Field Studies, Field Research

Ellis Godard

The lamest rapper is...

1. Tupaq Shakur — 3%
2. Biggie — 0%
3. 50 Cent — 15%
4. Kendra Wilkinson — 48%
5. Ellis Godard — 35%

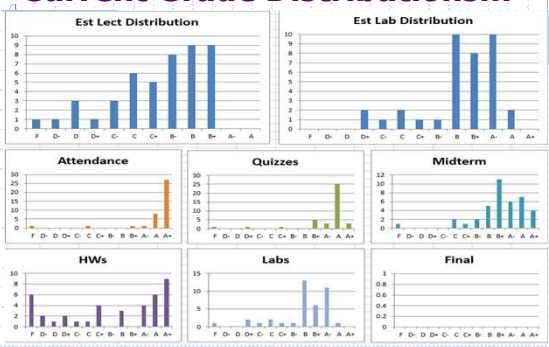
Admin · Overview · Types · Exp · Labs

Outline for Today

- Grade Distributions
- Overview & Roles
- **What:** Complexity & Subjectivity
- **When:** Advantages & Disadvantages
- **How:** Preparation & Note-taking
- Labs

Admin Overview Types Eval Labs

Current Grade Distributions…



Admin Overview Types Eval Labs

Role Options

*Arguably an infinite spectrum, but three (**3**) key (ideal) types*

- **Participant Researcher**
  - Subjects know you're conducting research
    - May focus on project rather than processes you're researching
    - May treat you as superior, or as an outsider
  - Risk of "going native"
    - Taking on attributes or values of the studied people
    - May bias observation, analysis, and results
    - Keep your objectivity; don't get swept up in the group

Admin Overview Types Eval Labs

Q1: Field research, survey research, content analysis, and experimental research are all basic

1. Theoretical orientations 0%
2. Modes of observation 100%
3. Epistemological perspectives 0%
4. Methods of Sampling 0%
5. None of the above 0%

18

Admin Overview Types Eval Labs

Role Options, cont'd

- **Complete participant**
  - Valid & reliable (vs. Hawthorne)
  - Unethical to deceive?
  - Participation obtrusive?
- **Complete Observer**
  - Not part of social process under observation
  - Less likely to develop full appreciation of what's being studied, so….
    - Vary amount of time spent in the setting
    - Focus on *parts* of a process or setting
    - Treat the beliefs under study as worthy of respect, rather than as objects of ridicule.

Admin Overview Types Eval Labs

Overview of Field Research

- Goal = comprehensive comprehension
- Process = observation w/i a natural setting
  - But steps are elusive
  - Time-frame varies, but indeterminate
- Subjects (vs objects, respondents, etc.)
- Spectrum, but 3 major roles…

Admin Overview Types Eval Labs

Q2: How many ideal types of roles are there in fieldwork?

1. 1 0%
2. 2 2%
3. 3 10%
4. 4 68%
5. 5 20%

0

Simple Designs

- Qualitative Interview
  - General plan but unstructured
  - Flexible; answers from initial Qs shape others
  - Like focus group, but within natural setting
- Case Studies
  - Focus on particular instances of something
    - A riot, company, church, class; 9/11, sniper attacks
  - Probably descriptive; could be explanatory?
  - Must layout expectations clearly beforehand

Complex Approaches, cont'd

- Naturalism/Ethnography
  - Also inductive – and nomothetic (vs idiographic)
  - Realist about what's "out there" ready to be reported
  - Focus = detailed, accurate description, not explanation
  - Tells "their story the way it really is"
  - Aim: understand social life as participants do
- Ethnomethodology
  - Roots in phenomenology
    - Skeptical about how people report their experience of reality
    - Reality = social construct, not just "out there"
    - People describe their world not "as it is" but "as they make sense of it"
  - Intent on IDing methods thru which understanding occurs, i.e. why participants understand life as they do

Normative Approaches

- "Institutional Ethnography"
  - Goal: uncover overlooked forms of oppression
  - Focus: institutional power relations that structure & govern experiences of those observed
    - Glass ceiling; ethnic disparity in pay
- Participatory Action Research
  - Goal = serve as resource to those studied
  - Subjects assist in (have say in) design of research – procedures & outcome

Q3. Which involves "building" a theory from observations?

A. Addition 0%

B. Deduction 3%

C. Induction 95%

D. Refraction 3%

E. Subtraction 0%

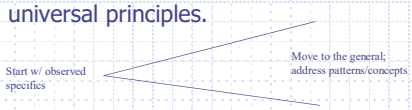
0

Complex Approaches

- Grounded Theory
  - Inductive theory construction (vs deductive hypothesis testing), built from observations in the field
  - = attempt to derive theories from an analysis of the patterns, themes, and common categories discovered in observational data.
  - = attempt to combine a naturalist approach with a empiricist concern for a "systematic set of procedures"
  - Arguably combines science and creativity
    - See the three steps on page 292
    - Though science is inherently creative!

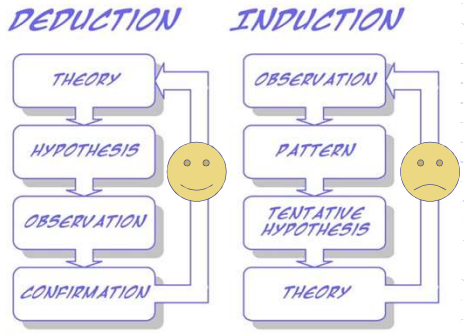
Inductive Theory Construction

- Reviewing existing research
- Conducting field observations
- Running tests and analysis of findings
- Find patterns that may point to relatively universal principles.



- That's what you'll do for the lab (except for lit rev)

Science vs Grounded Theory



Q4: Field research is strong on

1. Reliability 0%
2. Validity 88%
3. Both 10%
4. Neither 2%
5. Mayo 0%

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Advantages of Fieldwork

- Naturalness of observation
  - Greater validity than survey or experiments
  - Richness of data / depth of understanding
  - Validity?
- Flexibility of measurement process
- Well-suited to particular topics or concepts
  - Subtle nuances in attitudes and behavior
  - Attitudes best understood within their natural settings
  - Social processes over time
    - Other applications
    - events w/i relatively limited area or time (p.283)
- Relatively inexpensive

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Guidelines for Good Fieldwork

- Preparing to Enter the Field
  - Pick topic & Conduct literature review
  - Discuss w/ someone who knows setting
  - Develop identity w/ people you will study
- Recording Observations
  - Full & accurate notes
  - Both empirical observations & your interps
    - Don't trust memory; record *all* details you can!
    - Take notes in stages – memoing, coding, etc.

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Disadvantages of Fieldwork

- Time
- Cost (relative to time)
- If multiple personnel, training & reliability
- Reliability / replicability
- Coding / data "entry"
- Analysis
  - Not suited to statistical descriptions
- Personal safety

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Lab Continuity Notes

- Last qual lab was Jaywalkers
  - Qual, not Quant – characteristics, but not #s
  - Relatively structured, with DVs and IVs given to you
  - Goal: short "paper" about interpersonal behavior
- This lab: Fieldwork
  - Individual effort – no group component at all
  - (MUCH) More structured than fieldwork usually is
  - Goal: short "paper" relating behavior to environment

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Example Fieldwork (Lab Models It)

1. I decide to sit at the top of the library steps.
2. In the first ten minutes, I decide that what interests me about peoples' behavior is whether they're using a cell phone or not.
3. I spend five minutes coming up with operational codes (no phone visible, phone visible such as on belt, phone in hand, using the phone, using the phone on speakerphone) and conceptual codes (levels of media readiness?).
4. I then spend ten minutes looking for patterns in that variable, by looking for independent variation in the setting. I decide to focus on people exiting from the library, and their distance from it, and I realize that the further people are from the library, the more likely the phone is to be visible, used, and on speaker.
5. In my analysis, I explain that media readiness increases as students distance themselves from work and solitude.

Answer Now

Q5. Which of these is OK to do?

A. Change anything in variable view 2%

B. Enter data only for your variables 9%

C. Analyze data only for your sample 20%

D. Use a mean for a nominal variable 0%

E. None of those is okay to do 68%

0

Lab Exercise (40 min.)

- Sampling (5 min): Pick location where you expect to see people
- DV observation (10 min): Look for interesting variation in behavior of people
- DV coding (5 min): Classify variation by constructing set of operational values
- Grounded theory (10 min): Find variation in setting that seems associated with the coding classification you just creating
- Report (10 min): Briefly summarize the covariation you've observed
  - Summarize your observations clearly
  - State the relationship as a generalization about CSUN students (or some other population)
  - Assess the data on which you've made this generalization
  - Submit at start of the next lecture – you *must* submit your notes, too, for a "check-plus"

Team Scores

Points	Team	Points	Team
5	Tupaq Shakur		
4	50 Cent		
3.57	Kendra Wilkinson		
3.46	Ellis Godard		

Lab Exercise (40 min.)

- Warnings
  - Don't repeat my examples (location, DVs, IVs)
  - Little prep, so no lit review to guide you
  - Small time frame
    - may not see anyone, or enough variation to say much
- Past results as examples (don't do these!)

Should I show these? If I do, it limits you…