Chapter Five: How Sociologists Do Research

Key Terms and Concepts

Control Group
Ethics
Experimental Group
Experiments
Fieldwork
Generalizability
Hawthorne Effect
Hypothesis
Interviewing
Operational Definition
Participant Observation
Protection of Human Subjects
Qualitative Research
Quantitative Research
Random Sample
Rapport
Reliability
Replication
Research Methods
Research Model
Sampling
Secondary Analysis
Stratified Random Sample
Surveys
Unobtrusive
Validity
Variable

Preview of Featured Articles

Key Term or Concept: Fieldwork

Article and Synopsis: “China’s One-Child Policy and the Care of Children: An Analysis of Quantitative and Qualitative Data” by Susan E. Short et al.

Gender bias in family formation in China is well documented. Much less is known about how children fare once they become a part of a family. This article draws on fieldwork and survey data to describe the care of young children and the relationship between the one-child policy and parental involvement in care.

Key Term or Concept: Hawthorne Effect

Article and Synopsis: “The Real Hawthorne Effect” by Augustine Brannigan and William Zwerman

The authors focus on the Hawthorne studies, an investigation of the human dimensions of industrial relations in the early 20th century. Included is the history and development of the studies.

Key Term or Concept: Hypothesis

Article and Synopsis: “Race, Crime, and Public Housing in Atlanta: Testing a Conditional Effect Hypothesis” by Thomas L. McNulty and Steven R. Holloway
This article tests a conditional effect hypothesis that predicts that the strength and magnitude of the association between racial composition and crime rates will dissipate with increasing distance of neighborhoods from public housing projects.

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