

Study Questions
Week 6

- (1) Identify at least four differences between *qualitative* and *quantitative* research.
- (2) What is meant by a *literature review*? What are some reasons why scientists conduct a literature review?
- (3) Identify four techniques sociologists use for collecting data. Which are more appropriate for collecting qualitative data? Which are more appropriate for collecting quantitative data?
- (4) What is a *survey*? How are surveys administered? What are some advantages and disadvantages of surveys as a means of conducting research?
- (5) What characteristics make a good survey question? What is the difference between an open-ended and a closed-ended question?
- (6) What is an *experiment*? What are the characteristics of a good experiment?
- (7) What is meant by *observational research*? Why is this sometimes called *participant observer* research? Explain what is meant by the *Hawthorne effect*.
- (8) Describe a few *unobtrusive* or *nonreactive* research techniques. What are some advantages and disadvantages of these techniques?
- (9) What does the term *triangulation* mean? Why is triangulation important?
- (10) Why do sociologists use *sampling* when conducting some research? How might you go about drawing a sample for a research project?
- (11) Describe several ways that humans communicate without using words. Which do you think is more important, verbal or non-verbal communication? Why?
- (12) Identify four “distances” that Americans use when interacting with each other. Under what conditions would each distance be appropriate?
- (13) What are some of the commonalities and difference in men’s and women’s friendships? What are characteristics of women’s friendships? What are characteristics of men’s friendships?
- (14) How do your friendships differ between people of the same sex and people of the opposite sex? Do you recognize some of the patterns discussed by Julia T. Wood in your own friendships?