Soc.100 / Hicks Marlowe / Fall 2009 / Exam 1 Objective Review

50 questions (7-10 per chapter)..all multiple-choice with distinct choices

**Note:** Bring two # 882-E scantron forms, a #2 pencil, and a good eraser to the Exam

**Chap. 01: The Sociological Perspective (+Lecture/Discussion)** - Meaning/implications of “Social Life is Structured.” Approach and “unit of analysis” of psychology vs sociology vs anthropology. Major contributions of: Comte, Marx, Durkheim, Weber (including his analysis of the relation of Protestantism and capitalism). Main ideas and comparison of major theoretical perspectives: functionalism, conflict theory, symbolic interactionism (be able to apply them in examples). Micro vs macro level of analysis. Basic vs applied sociology. **Terms:** social location, verstehen, social facts, theory, globalization.

**Chap. 02: Culture** - Culture, material vs nonmaterial culture. Values vs norms vs sanctions. Ethnocentrism vs cultural relativism. Functions/importance of language. Sapir-Whorf hypothesis. Folkways vs mores. Core and emerging values of U.S. Ideal vs “real” culture. Importance/impact of “new technology” on cultures. **Terms:** subculture, counterculture, symbol, gestures, cultural universals (see the Murdock study), cultural lag, cultural diffusion, cultural leveling.


**Chap. 04: Social Structure and Social Interaction** - Microsociological vs macrosociological approaches to understanding social behavior. Status vs role. Ascribed vs achieved vs master statuses. Role conflict vs role strain. Functionalist vs conflict theory analysis of social institutions. Durkheim: mechanical vs organic solidarity. Tonies: Gemeinschaft vs Gesellschaft. The “Thomas Theorem” and its implications. Edward Hall’s 4 “distance zones.” Goffman’s dramaturgical analysis of social life (e.g., back stage vs front stage, impression management). The social construction of reality. **Terms:** social interaction, social structure, social institution, status symbol, status inconsistency, social class, division of labor, group, functional requisites, stereotype, personal space, ethnomethodology.

**Chap. 05: How Sociologists Do Research** - Basic steps in scientific research. Validity vs reliability. Qualitative vs quantitative research. Mean vs median vs mode. The 3 criteria for establishing causation. Correlation and spurious correlation. Survey vs experiments (approach, procedures, problems). Surveys: population vs sample, main characteristic of a good sample. Closed-ended vs open-ended questions. Experiments: independent vs dependent variable, experimental vs control group. Main findings and implications of the Hawthorne Experiments. Ethical problems of the Brajuha and Humphreys studies. **Terms:** hypothesis, replication, random sample, participant observation, secondary analysis, unobtrusive measures, random assignment, marketing research, garbology.