

Unit 1: Introduction to Social Science



**Anthropology,
Psychology,
and Sociology**

Curriculum Expectations:

A1.3 formulate effective questions to guide their research and inquiry

A2.2 locate and select information relevant to their investigations from a variety of primary sources

A4.4 demonstrate an understanding of the general research process by reflecting on and evaluating their own research, inquiry, and communication skills

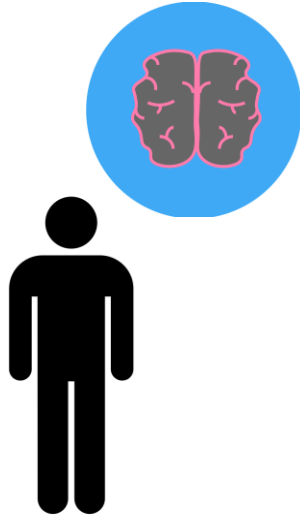
B1. Theories, Perspectives, and Methodologies: demonstrate an understanding of major theories, perspectives, and research methods in anthropology;

B1.3 explain major social science methodologies and research designs

C1. Theories, Perspectives, and Methodologies: demonstrate an understanding of major theories, perspectives, and research methods in psychology

D1. Theories, Perspectives, and Methodologies: demonstrate an understanding of major theories, perspectives, and research methods in sociology





Psychology
(individual/group)



Sociology
(individual *within* group context)
(group dynamics)



Anthropology
(group influences culture)

Psychology: the scientific study of the human mind, mental states, and human behaviour

Sociology: the scientific study of human social behaviour, including individuals, groups, and societies

Anthropology: the scientific study of humans, including their origins; behaviour; and physical, social, and cultural development

Case Study #1

On a Saturday morning in May, a 17-year-old girl lay on the ground near a west-end Montreal subway station. She was near the parking lot of a call centre, Site! Teleservices Canada. Site! employees saw her lying on her back, naked from the waist down. The supervisor told employees not to call 911 because he did not see any blood and thought the girl was drunk or on drugs. She lay there for almost three hours in the rain, in plain sight of employees and passersby, until one employee disobeyed instructions and called 911 on his cell phone.

The girl was taken to hospital in a coma. She had been beaten and suffered severe head injuries. The supervisor was fired, and the people of Montreal were outraged. The girl was identified three days later through a tattoo on her body, shown on a television newscast, but no arrests were made in the assault.

The supervisor later issued a statement saying that he did not initially believe that the woman was in distress, or else he would have called police. In hindsight, he said, his actions were an error in judgment, but the way the media portrayed him as an unfeeling monster was unfair.



Anthropological Perspective

An anthropologist would ask:

- How did the environment influence the decisions of the people involved?
- What violent experiences had there been in this community?
- Could cultural factors have influenced decisions?



Psychological Perspective

A psychologist would ask:

- Why did people not call for help?
- Why did they obey their supervisor?
- What factors led the girl to this location?





Sociological Perspective



A sociologist would ask:

- What factors influenced the decisions of the supervisor, the employees who did not respond, and the employee who did make the 911 call?
- What were the ethnic or cultural backgrounds of the employees, supervisor, and girl?
- Were there any factors, such as gender, race, age, or economic status, that might have influenced the assumptions of the supervisor and employees?



Social Sciences



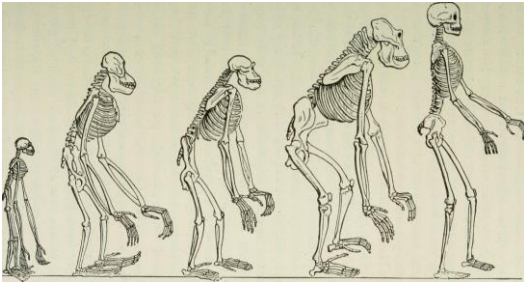
Anthropology



What are some key words in Anthropology?

- Physical
 - Biological
-

Anthropology



- Anthropology is the scientific study of the origin, the behaviour, and the physical, social, and cultural development of humans.
 - Anthropologists seek to understand what makes us human by studying human ancestors through archaeological excavation and by observing living cultures throughout the world.
 - Two major branches within anthropology are:
 1. Cultural Anthropology
 - Social (ethnology) - comparing and analyzing characteristics of different people and the relationships between them
 - Archaeological - study of artifacts & material culture
 - Linguistic - study of how language our reality
 2. Physical Anthropology
 - Paleoanthropology - studying evolution through human fossils
 - Forensic anthropology - the study of human remains, often to solve crime
 - Primatology - study of primates
-

Psychology



What are some key words in Psychology?



Psychology



- Study of the human mind and its mental states
 - Describe, predict, and control behaviour and mental processes
 - Subfields:
 - Biological - brain, nerves, hormones affect your thoughts
 - Psychoanalytic - behaviours affected by past experiences buried in the unconscious
 - Behavioural - our responses & motivation to environmental stimuli shapes our actions
 - Cognitive - mental processes, thinking, perception, conscious
 - Humanistic - holistic, maximize potential and wellbeing
-

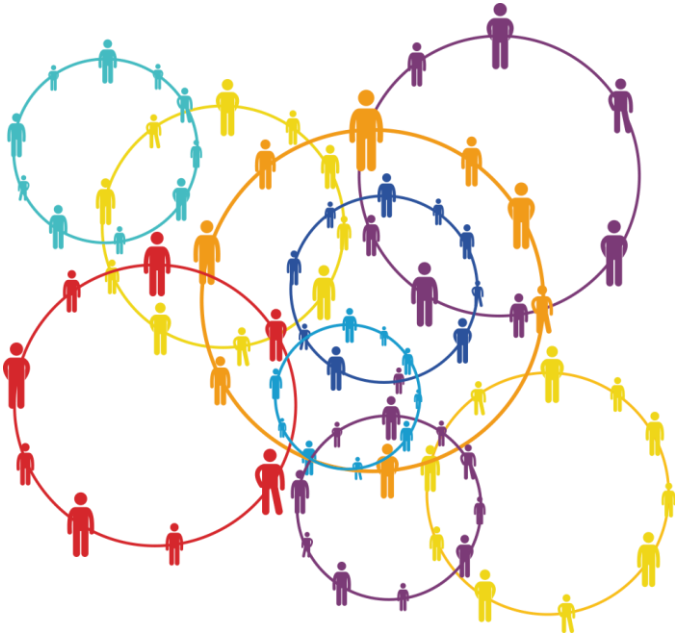
Sociology



What are some key words in Sociology?



Sociology



- Sociologists study individual behaviour within the context of groups, the behaviour of groups, and a society as a whole
 - Sociologists attempt to answer key questions about why certain social behaviours exist and how different societies function
 - Two perspectives:
 - Macrosociology - large scale, whole
 - Microsociology - individual/small group
 - They can study: Politics, culture, economy, religion, crime, gerontology, organizations, social movements, collective behaviour, social institution, social identities
-

Case Study #2

Bruce → Brenda → David Reimer





David Reimer

“His life began to unravel with the suicide of his brother two years ago. Brian Reimer had been treated for schizophrenia and took his life by overdosing on drugs. David visited his brother’s grave every day. He lost his job, separated from his wife and was deeply in debt after a failed investment.”

<https://www.latimes.com/archives/la-xpm-2004-may-13-me-reimer13-story.html>

Perspectives

Anthropological:

- How does the culture view manly looking girls or girly looking men?

Sociological:

- How did the society affect his experience?
- Why did the parents hid his true sexuality?

Psychological:

- How did he accept the accident which bestowed him?
 - Would different actions be applied if the doctor is a different person?
-

Research Methods

Fieldwork: Data collection in the natural environment, rather than in a lab or office.

Examples:

An anthropologist might observe by video the behaviour of people in a village or take an oral history.

A psychologist might conduct a survey or observe people's behaviour in an airport or shopping mall.

A sociologist might conduct a race-relations workshop for police.

The Social Science Inquiry Model

the formal process that
structures social research

1. Questions
 2. Focus
 3. Formulate a Hypothesis
 4. Collect Data
 5. Assemble and Analyze Your Data
 6. Stop and Check
 7. Present Results
 8. Reflect
-

What is the Social Science Inquiry Model?



It is the **formal** process that structures social science research



Similar to scientific methods, like chemists or biologists, social scientists want to be accurate and draw conclusions.



At any point in an investigation, researchers may have to start over and revise their investigation

1. Questions

- Begin with questions about a **topic** that interests social scientists, and has an **impact** on many people
- should have the potential to be answered through **investigation**.
- Select a **focus area**: anthropology, psychology, sociology
- Create a **central research question**

OPEN QUESTION

How does sleep affect test results?

CLOSED QUESTION

How many hours of sleep do you get each night?

2. Focus



- Take notes about what you **already know** and research what has been **previously learned**.
 - Identify your **sources**.
-

3. Formulate a Hypothesis

- Turn your question into a hypothesis.



4. Collect Data



Anthropology, psychology, and sociology use different methods to collect data



Select the methods that will provide the most relevant information to confirm your hypothesis.

Anthropologists

- questionnaires and interviews
- participant observation
 - researcher lives among the culture being studied
- Cross-cultural comparison
 - Learn about one culture based on its similarities and differences with another)
- Analyzing historical documents
 - study a culture's past and gain insight about its present characteristics

Psychologists

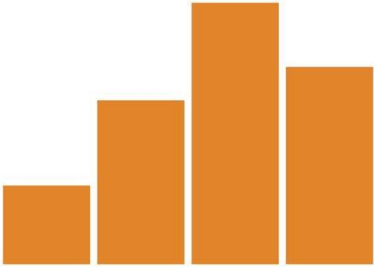
- experiments
 - determine whether one variable causes another.
- correlational studies
 - investigate other types of relationships between variables.
- Surveys, questionnaires, and interviews

Sociologists

- questionnaires and surveys
 - historical analysis
 - participant observation
 - experimental research
 - computer models to create artificial societies
 - can be used to test hypotheses by simulating the behaviour of actual social systems
-

5. Assemble & Analyze Data

- Organize your data into charts, graphs, or another format that best communicates your main ideas.



6. Stop & Check

- Have you collected enough data to confirm or refute your hypothesis?
- If not, return to step 4.



7. Present Results



- Draw conclusions, identify any limitations from your research, and make some recommendations about next steps.
 - This is the *so what* part of the process.
 - Share your findings in a presentation
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8. Reflect

- Reflect and evaluate your research process and results
- What went well?
- What would you do differently next time?



Let's try it out

Let's try it out...

1. **The Role of Violent Video Game Exposure, Personality, and Deviant Peers in Aggressive Behaviors Among Adolescents: A Two-Wave Longitudinal Study**

<https://www.liebertpub.com/doi/10.1089/cyber.2020.0030>

1. **Mindfulness-based programmes for mental health promotion in adults in nonclinical settings: A systematic review and meta-analysis of randomised controlled trials**

<https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1003481#sec007>

1. **The Impact of Internet and Social Media Use on Well-Being: A Longitudinal Analysis of Adolescents Across Nine Years**

<https://academic.oup.com/jcmc/advance-article/doi/10.1093/jcmc/zmaa014/6032209#219262602>

1. **Permanently on Call: The Effects of Social Pressure on Smartphone Users' Self-Control, Need Satisfaction, and Well-Being**

<https://academic.oup.com/jcmc/article/24/4/165/5487068>



1. Questions

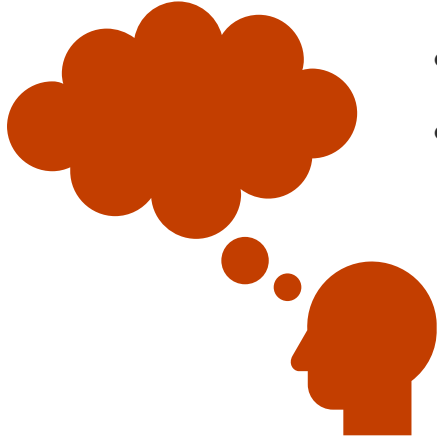
- How does phone-usage relate to social pressure
 - How often are people on their phones?
 - How much self-control do people have with their phones?
 - How does the exposure to technology affect their behaviours?
-

2. Focus



- Take notes about what you **already know** and research what has been **previously learned**.
 - Identify your **sources**.
-

3. Formulate a Hypothesis



- It was hypothesized that this form of social pressure is especially detrimental when it reduces self-control and hinders need satisfaction
 - Therefore, it is hypothesized that social pressure decreases autonomy need satisfaction during mobile communication (H1a)
 - It is hypothesized that social pressure positively influences relatedness need satisfaction during mobile communication (H1b)
-

4. Collect Data

Participants were recruited by convenience sampling

The five items of the Social Pressure Scale



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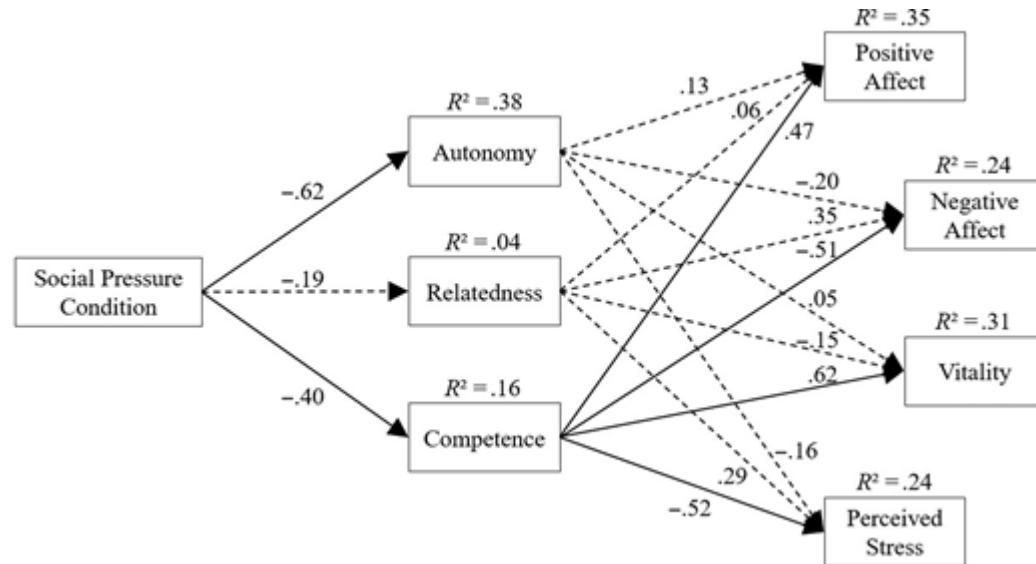
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- Reflect and evaluate your research process and results
 - What went well?
 - What would you do differently next time?
-