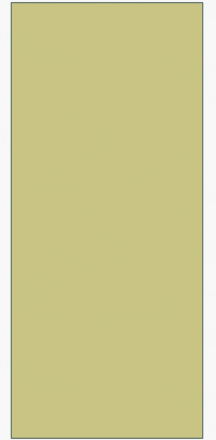


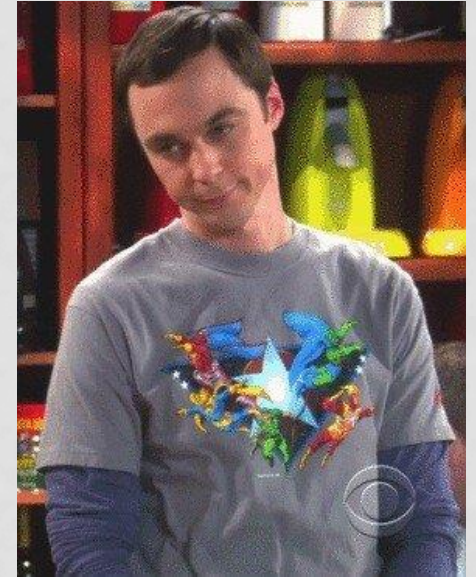
SOCIAL SCIENCE... IS IT REALLY A SCIENCE?

THE SCIENTIFIC METHOD OF INQUIRY IN 5



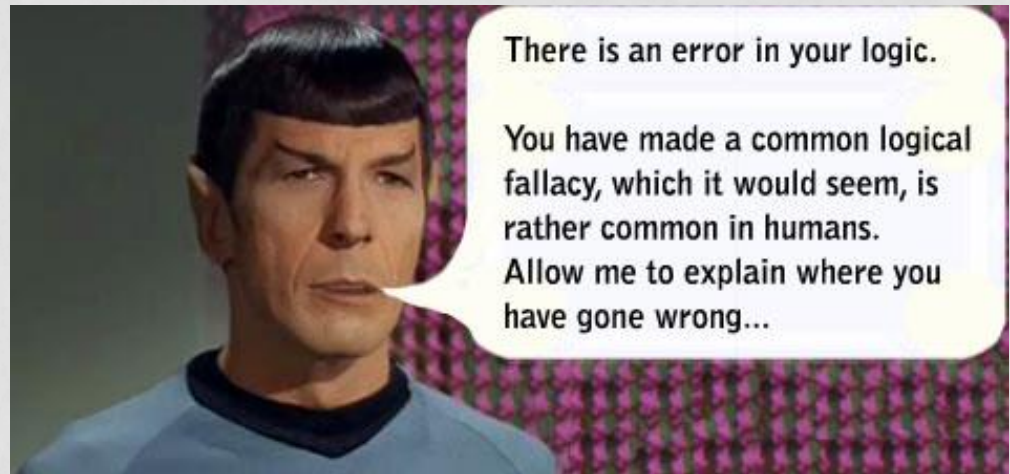
SOCIAL SCIENCE

- is not a pure science
- Humans are less predictable than chemical compounds, laws of physics & so on.



COMMON SENSE?

- Intuition... emotions, logical thinking and common sense are not proven truths



- Proven truths are what we are looking for...
 - However, how do we go about proving truths, when humans are so diverse, unpredictable and do not necessarily follow set principles or laws, the way chemical compounds or laws of physics do?

HOW CAN WE SOLVE THIS?

- While social science may not be a pure science, much attention is paid to research details and formality.
- Social scientists follow the **scientific method** in order to structure their research in an academic way.

- Standards are followed to make sure that research is...

- reliable



- valid

&



- ethical



Reliability...

refers to the idea that you conduct your study using sound practices and record your method, observations and data accurately... then other researchers should be able to **reproduce** your study and find similar results, results should be **consistent**



Validity...

means your study is really measuring what you think it is



Go on



BLONDES

I'M NOT OFFENDED BY DUMB BLONDE JOKES
BECAUSE I KNOW THAT I'M NOT DUMB.
I ALSO KNOW I'M NOT BLONDE."
(DOLLY PARTON)

My note explaining the blonde example or the IQ example re: validity

Ethical Research...

morally acceptable that doesn't violate individuals' rights, dignity, doesn't cause harm and so on.

End
clip at
2:12



THE SCIENTIFIC METHOD OF INQUIRY IN **5**

1. **P**roblem /question

Pretty

2. **H**ypothesis

Hot

3. **G**ather Data



Guys / Gals

4. **A**nalyze Data

Are

5. **C**onclusions



Cool