Directions: Using Chapter 2 Section 1, complete the following outline.

I. Survey Research
   a. What is a survey?
      i. __________________________________________________________________________
      __________________________________________________________________________
   b. How are effective surveys conducted?
      i. __________________________________________________________________________
      __________________________________________________________________________
      ii. Populations
           1. __________________________________________________________________________
           __________________________________________________________________________
      iii. Samples
           1. __________________________________________________________________________
   c. Representative Samples
      i. __________________________________________________________________________
      __________________________________________________________________________
      ii. How are representative samples selected?
           1. __________________________________________________________________________
   d. How is survey information gathered?
      i. Questionnaire
           1. __________________________________________________________________________
      ii. Interview
           1. __________________________________________________________________________
      iii. Closed-ended questions
           1. __________________________________________________________________________
           2. Example? → __________________________________________________________________
           3. __________________________________________________________________________
      iv. Open-ended questions
           1. __________________________________________________________________________
II. Secondary Analysis
   a. What is secondary analysis?
      i.  
   b. What are some sources for secondary analysis?
      i.  
      ii.  
      iii.  
      iv.  
      v.  

III. Field Research
   a. What is field research?
      i.  
   b. What is a case study?
      i.  
      ii. When do sociologists use case studies?
         1.  
   c. What is participant observation?
      i.  
      ii. When do sociologists use participant observation?
         1.  

   3. Advantages | Disadvantages