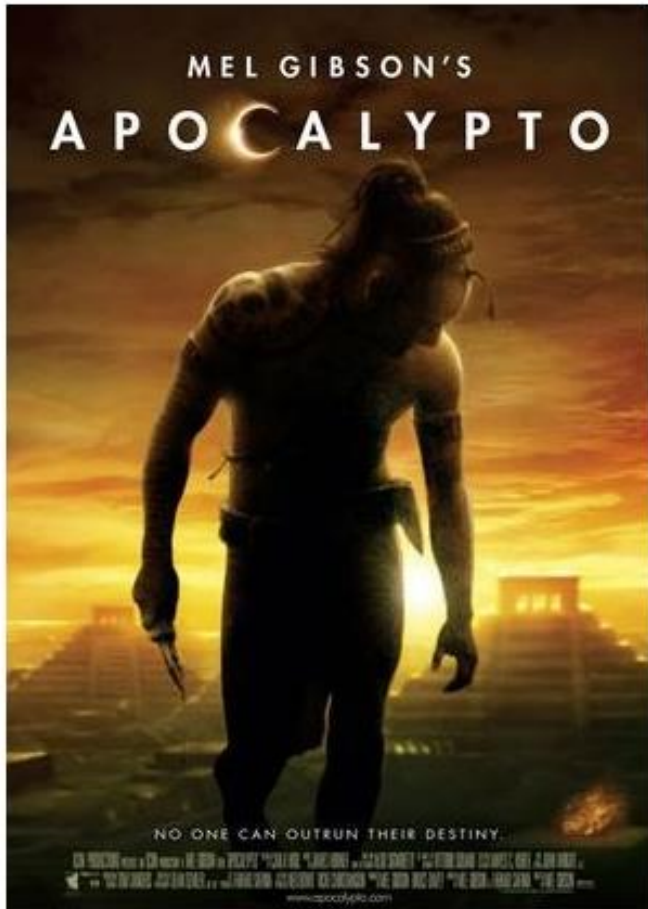


사회심리학 방법론과 연구 윤리 (Methods and ethics of social psychology)

1. 서베이와 관찰법(Surveys and observational methods)
2. 실험과 현지연구(Experiments and field studies)
3. 연구 윤리

A great civilization is not conquered from without until it has destroyed itself from within.



Magic is "an act of faith in a science yet to be born."

Natural signs = God's signs

Human sacrifice = men's act to please the God

Zuni Indians' rain dance – Ruth Benedict

- ◆ In the priests' retreats for rain they roll round stones across the floor to produce thunder, water is sprinkled to cause the rain, a bowl of water is placed upon the altar that the springs may be full, suds are beaten up from a native plant that clouds may pile up in the heavens, tobacco smoke is blown out that the gods may not withhold their misty breath.

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- ◇ rigid rules
 - ◇ ready explanation for the failure
 - ◇ Magic provides the illusion of control. As Frazer put it, magic is "an act of faith in a science yet to be born."

Ruth Fulton Benedict

- ◇ American anthropologist(June 5, 1887–September 17, 1948)
- ◇ *Patterns of Culture* (1934)
- ◇ *The Chrysanthemum and the Sword* (1946)



Benedict's view of culture

- ◆ "her view of human cultures is 'personality writ large.' Each culture, Benedict explains, chooses from "the great arc of human potentialities" only a few characteristics which become the leading personality traits of the persons living in that culture. These traits comprise an interdependent constellation of aesthetics and values in each culture which together add up to a unique gestalt.

Science

- ◆ The scientific method consists of technique of systematically observing causal relationships between events.
- ◆ example: frustration \rightarrow aggression
- ◆ To determine the validity of this causal hypothesis, we need to determine if aggression is always preceded by frustration and if frustration is always followed by aggression.

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- ◆ The scientist's idea of cause and effect is probabilistic.
 - ◆ A better definition of causality is that changes in the magnitude of the causal variable must be associated with corresponding changes in the variable that is regarded as the effect.

Reliability

- ◆ Only when a given result has been obtained many times can we be confident that it represents a real cause–effect relationship.

◆ The scientific method differs from magic in four ways:

(1) at the level of theory, science is abstract

(2) Science is empirical.

(3) a concise conception of causality is employed

(4) It is possible to disconfirm causal hypotheses.

Table 3.1 ■

A Comparison of Science and Imitative Magic

Shared Traits	Traits on Which They Differ	
Magic/Science	Magic	Science
Founded on determinism	Emphasis is on concrete relationships	Emphasis is on abstract relationships
Goal is understanding events	Cannot be disproved	Open to test and disproof
Events can be predicted	Absolute knowledge of the world is possible	Only probabilistic knowledge is possible
Events can be controlled	Observational techniques are informal	Relies on systematic techniques of observation
	Rules for determining causality are unclear	Clear rules for determining causality are used
	Relatively rigid and unchanging	Constantly revised to account for new information

Surveys and observational methods

- ◆ Questionnaires and interviews
- ◆ Unstructured interviews
- ◆ Observational techniques

Questionnaire

- ◆ A questionnaire is a systematic procedure for asking the same questions of a number of people.
- ◆ Questionnaires are probably the most commonly used techniques of obtaining social information.
- ◆ Key Concepts: population, sample, sampling
- ◆ Cross-sectional vs. longitudinal survey

Changes in Americans' attitudes toward school desegregation

- ◆ The National Opinion Research Center of the University of Chicago has conducted the General Social Survey since World War II.

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- ◆ One question asked is whether the respondents endorse desegregated schools. In 1942, 32 percent of the white respondents accepted school desegregation. In 1956, the figure was 50 percent; in 1976, the figure was 84 percent; and in the 1980s the figures are consistently over 90 percent.

Advantages of questionnaires

- ◆ The results of a sample of people can be generalized to the population of people from which the sample was drawn.
- ◆ They can provide us with information that is difficult to obtain in other ways. One of the best ways to determine what people think or feel is to ask them.

Problems with questionnaires

- (1) threatening questions, socially desirable traits
- (2) people may respond to questions even when they have no clear opinions
- (3) structured questionnaire are not flexible enough to capture complex emotional issues, such as attitudes toward abortion or changing family patterns.

Unstructured interview

- ◆ The unstructured interview is a technique that is effective for probing into complex and emotional issues (divorce, abortion, capital punishment, child abuse).
- ◆ In this technique, a small number of people are interviewed intensively about a specific issue or set of issues.

Lillian Rubin's Worlds of Pain

- ◆ Taking for many hours with a single respondent made possible the kind of connection and rapport that allowed me to probe into places generally hidden from public view; to see and hear things I would ordinarily not have dared to ask about; or, if asked, people would be reluctant to answer. Perhaps more important, it taught me the things I ought to be asking, since in such situations people want to talk about their concerns as well as yours. Sometimes theirs were the same as mine; sometimes not—but always I tried to “hear” what was important to them.

Unstructured interview

- ◆ Unstructured interviews are particularly useful in exploring new territory, where the issues are unclear and little previous theory or research can be used to generate hypotheses.

Problems with unstructured interview

- ◆ Time-consuming and difficult to analyze.
- ◆ The samples of people are small and nonrandom
- ◆ Precise comparisons between groups are often difficult to make
- ◆ Interviewer's biases may be reflected

Observational techniques

- ◆ Participant observation: In participant observation the distinction between the investigator and the group being studied is eliminated.
- ◆ Nonparticipant observation: The observer typically does not become a member of the group and may be recognized as a nongroup member by the people being observed.

Example: David Rosenhan's psychiatric institution

- ◆ A fascinating example of participant observation is a study conducted by David Rosenhan. The central question in his study was, "Does the environment of a psychiatric institution interfere with the effective treatment of mental disorders?"

Example: David Snow and Leon Anderson's homeless people's self-worth

- ◆ Their approach was to “hang out with many of the homeless in varied settings (meal and shelter lines, under bridges, in parks, at day-labor pick-up sites). They engaged the homeless in conversation. While doing so, they recorded the statements of the homeless made about identity and self-worth.

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- ◆ Snow and Anderson found that the homeless acknowledge the achieving a sense of self-worth in the face of overwhelming rejection by society.

Three strategies to combat social rejection

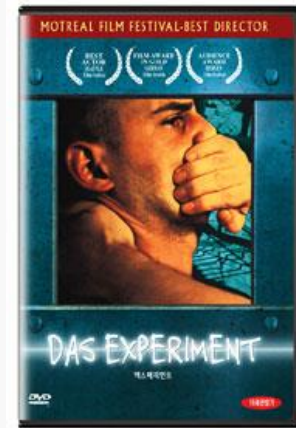
1. Attempt to distance themselves from the roles and institutions associated with the homeless.
 2. Fictive storytelling: Embellish the past and fantasize the future
 3. Embrace their roles and do not evaluate their roles unfavorably.
- ◆ These findings indicate that even those at the bottom of the social hierarchy find ways of salvaging a sense of self-worth.

Experiments and field studies

- ◇ Laboratory experiments
- ◇ Field experiments
- ◇ Field studies

Experimental studies

- ◆ In all experimental studies, the experimenter attempts to set up conditions under which the hypothesized effect is expected to occur.
- ◆ Example: Das Experiment (a study of conformity to authority)



Field experiments

- ◆ The experimental method is used in field settings.
- ◆ Example: redline in the housing market

Field studies

- ◆ Investigators study the situation in which they are interested as it occurs in its natural setting. Unlike field experiments, there is no manipulation of the independent variable.
- ◆ Example: candle light vigil

Ethics in Social Psychology

- ◆ Studies that lower subjects' self-esteem, cause them to behave in aggressive or other undesirable ways, or invade their privacy run the risk of causing psychological harm.
- ◆ Subjects have a right to confidentiality, privacy, self-determination, and to maintain their dignity when they participate in social research.
- ◆ The degree to which these rights are violated should be weighted against the benefits of the research to the individual and to society.

Requirement of human subjects effect appraisal

- ◆ U.S. universities require researchers to submit the ethics questionnaire. The questionnaire specifies the research methods, impacts on the human subjects (physical and psychological), effects and benefits of the research findings.
- ◆ It is recommended that Korean researchers submit human subjects effects appraisal as well as the research proposal.

Guarantee of Confidentiality

- ◆ The data from most studies are analyzed in group form, which further ensures that specific people cannot be identified.

Protection of privacy

- ◆ The privacy of research subjects can be violated in situations where the subjects are unaware they are being observed. People have a right to determine who will know about their behaviors, their past history, their beliefs, and their relationships. When they are being observed without their knowledge, their right to privacy may be violated.

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- ◆ To obtain informed consent (동의), the investigator tells the subjects everything about the study that might influence their willingness to participate.

Deception (속임수, 기만)

- ◇ Example: In Ridgeway study, the subjects were not informed beforehand of the true goal of the research, which was to determine if nonverbal displays of dominance would diminish social influence.
- ◇ **Debriefing (사후 보고)**, a careful and thorough discussion of the study with each participant after the experimental session, is usually an effective means of dealing with deception.