

КАЗАНСКИЙ
ГОСУДАРСТВЕННЫЙ
МЕДИЦИНСКИЙ
УНИВЕРСИТЕТ

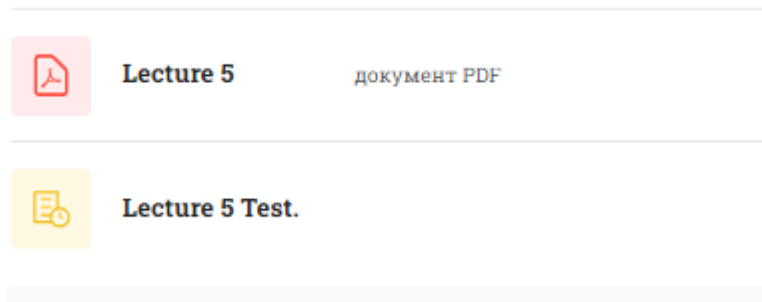


APPLIED SOCIOLOGY

Part 3

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INSTRUCTION



- The duration of the lecture is 45 min -1 hour
Remaining time for studying **lectures and writing** test will open at 10:00 until 00:00 (April 8 **Batch I**) (15 April **Batch II**)
- the link to connect remains the old one
- 1. **Batch I** (1,3,5,7,9,11 weeks)
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- 2. **Batch II** (2,4,6,8,10,12 weeks)



What is content analysis?

- Content analysis is a research method used to analyze and interpret the characteristics of any form of communication, such as text, images, audio, or video. It involves systematically examining the content and meaning of a given communication to identify patterns, themes, and trends. Content analysis can be used in various fields, including media studies, marketing research, social sciences, and humanities. Researchers use this method to study the content of various types of text, such as books, magazines, newspapers, social media posts, and websites, among others. They use a set of established criteria to identify and code the content and then analyze the patterns and trends that emerge from the data.



Here are some examples of content analysis:

1. Analyzing media coverage: Researchers may analyze news articles, television broadcasts, or social media posts to understand how a particular issue is being covered by the media.
2. Studying public opinion: Researchers may analyze survey responses or online comments to understand the attitudes and beliefs of the general public about a particular topic.
3. Analyzing historical documents: Researchers may analyze historical documents, such as letters or speeches, to understand the perspectives and attitudes of people from a particular time period.
4. Studying social media content: Researchers may analyze social media posts, comments, or hashtags to understand how people are discussing a particular topic or issue online.
5. Analyzing advertising messages: Researchers may analyze advertisements to understand the messages being communicated and how they may influence consumer behavior.



Content analysis in medicine

- Content analysis is a research method that involves analyzing and interpreting the content of texts, such as medical records, clinical notes, or patient surveys. In medicine, content analysis can be used to study a wide range of topics, from patient experiences and health outcomes to clinical practices and policy initiatives.
- One common use of content analysis in medicine is to examine patterns and themes in patient data. For example, researchers may analyze patient surveys to identify common concerns or experiences related to a particular disease or treatment. This can help healthcare providers better understand patient needs and preferences, and may inform the development of more effective and patient-centered care strategies.
- Content analysis can also be used to study clinical practices and policies. For example, researchers may analyze clinical notes or electronic health records to identify patterns in the diagnosis and treatment of certain conditions. This can help identify areas where improvements are needed, such as in the use of evidence-based treatments or the provision of appropriate follow-up care.



What is discourse analysis?

- Discourse analysis is a research method used in linguistics, sociology, anthropology, psychology, and other fields to study language use in social interactions. It involves the examination of spoken or written language in a particular context, such as a conversation, an interview, a news article, or a social media post, to understand how people construct meaning and convey social and cultural values.



There are several methods of discourse analysis that can be used in sociology, and the choice of method will depend on the research question and the nature of the data being analyzed. Here are a few examples:

- **Conversation analysis:** This method focuses on analyzing the structure and organization of spoken interactions, such as conversations, interviews, or focus groups. Researchers may analyze features such as turn-taking, pauses, and intonation, and may also consider the social and cultural context in which the interaction took place.
- **Critical discourse analysis:** This method takes a more critical approach to analyzing discourse, examining how language use reflects and reinforces power relations, social hierarchies, and cultural norms. Researchers may consider the broader social and historical context in which discourse occurs, and may also analyze the language used to construct and reinforce social identities and categories.
- **Narrative analysis:** This method focuses on analyzing the way in which stories are constructed and told, and how they reflect and shape social and cultural values. Researchers may analyze the structure and content of narratives, as well as the way in which they are presented and received in different contexts.



few examples of discourse analysis in sociology:

1. Gender and sexuality: Discourse analysis has been used to examine how gender and sexuality are constructed and represented in different contexts. For example, a study might analyze how women and men are portrayed in advertising. Discourse analysis can help researchers understand how these representations reflect and reinforce cultural norms and power relations.
2. Race and ethnicity: Discourse analysis can also be used to explore the representation of race and ethnicity in the media and other forms of discourse. For example, a study might examine how news outlets discuss immigration or how people talk about race in online discussions. By analyzing the language used, researchers can gain insights into the ways in which race and ethnicity are constructed and contested in different contexts.
3. Power and politics: Discourse analysis can also be used to examine the use of language in political contexts, such as speeches or debates. For example, a study might analyze the language used by politicians to construct and reinforce their authority, or how political movements use language to mobilize support. By examining the structure, tone, and content of political discourse, researchers can better understand how power is exercised and contested in different contexts.



Discourse analysis in medicine

1. Doctor-patient communication: Discourse analysis can help researchers understand how communication between doctors and patients shapes health outcomes. For example, a study might analyze how doctors use language to explain diagnoses or treatment options, and how patients respond to these explanations. By analyzing the structure and content of doctor-patient interactions, researchers can identify communication patterns that may be associated with better or worse health outcomes.
2. Health policy: Discourse analysis can also be used to analyze the language used in health policy documents and debates. For example, a study might analyze how politicians and policymakers talk about health care access, quality, and affordability, and how these discussions reflect and reinforce broader social and economic structures. By examining the language used in policy debates, researchers can identify ways to improve public health policies and promote health equity.
3. Health education: Discourse analysis can also be used to analyze the language used in health education materials, such as brochures or websites. For example, a study might analyze how health information is presented to patients with limited health literacy, and how this information can be made more accessible and understandable.



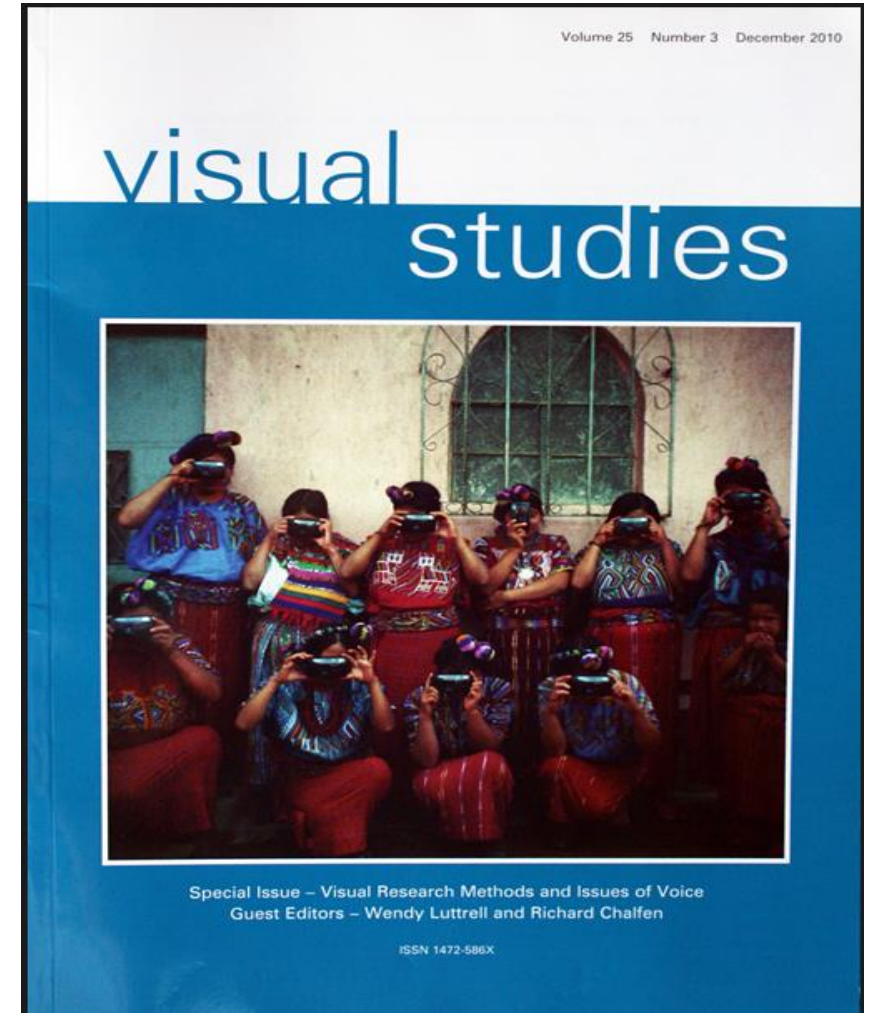
Visual methods are increasingly being used in sociology

1. Photography: Photography involves capturing images of people, places, and things that are relevant to a particular research question or topic. These images can be analyzed to identify patterns, themes, and social meanings.
2. Video: Video recordings can be used to capture social interactions, behaviors, and activities. These recordings can be analyzed to identify patterns of behavior, communication, and social norms.
3. Mapping: Mapping involves using spatial data to create visual representations of social phenomena. Maps can be used to analyze patterns of migration, demographic changes, and urban development.
4. Infographics: Infographics are visual representations of data that are designed to communicate complex information in a clear and concise manner. Infographics can be used to present statistical data, trends, and social relationships.
5. Artistic methods: Artistic methods include the use of visual arts such as drawing, painting, and sculpture to explore social phenomena. Artistic methods can be used to convey complex social concepts and experiences in a creative and engaging way.

International Visual Sociology Association

IV SA was established in 1981.

The Association holds annual conferences dedicated to the visual method, and also publishes the journal Visual Studies





Visual sociological methods in medicine

1. Medical photography: Medical photography involves capturing images of patients, medical procedures, and medical devices. These images can be analyzed to identify patterns, trends, and social meanings related to health and illness.
2. Medical illustration: Medical illustration involves creating drawings, diagrams, and other visual representations of medical concepts, procedures, and conditions. Medical illustration can be used to communicate complex medical information to patients, healthcare providers, and other audiences.
3. Video ethnography: Video ethnography involves using video recordings to document medical practices, interactions between patients and healthcare providers, and other aspects of healthcare delivery. Video ethnography can be used to identify areas where healthcare can be improved and to promote patient-centered care.
4. Patient diaries: Patient diaries involve asking patients to document their experiences of illness and healthcare in written and visual form. Patient diaries can provide insight into the lived experiences of patients and can be used to inform healthcare policy and practice.
5. Visual storytelling: Visual storytelling involves using images, videos, and other visual media to communicate personal stories related to health and illness.

Ethics of quantitative sociological research

What principles do scientists follow?



The ethos of science

- The ethos of science refers to the set of values and principles that guide scientific inquiry and practice. These values include honesty, objectivity, skepticism, openness, reproducibility, and accountability. Scientists are expected to adhere to these values and principles in order to maintain the integrity and reliability of scientific knowledge.
- Overall, the ethos of science is a set of values and principles that underlie scientific inquiry and practice, and guide scientists in their pursuit of knowledge and understanding



Robert Merton on the ethos of science

- Universalism refers to the idea that scientific knowledge is evaluated based on its objective merits, rather than the social or personal characteristics of the scientist who produced it. In other words, scientific ideas should be judged solely on their scientific value, not on the race, gender, or social status of the scientist who came up with them.
- Communism, in this context, refers to the sharing of scientific knowledge and resources. Scientists are expected to share their findings with other scientists and the public, and to collaborate with others in the pursuit of scientific knowledge.
- Disinterestedness refers to the idea that scientists should be motivated by a desire to advance knowledge, rather than personal gain or recognition. Scientists are expected to pursue their research with objectivity and detachment, without being influenced by personal biases or self-interest.
- Organized skepticism refers to the critical evaluation of scientific ideas. Scientists are expected to question and scrutinize not only the work of others, but also their own ideas and assumptions, in order to ensure the integrity and reliability of scientific knowledge.



The Nuremberg Code (1947)

1. Informed consent: The voluntary consent of the human subject is absolutely essential.
2. Good scientific practice: The experiment should be designed and based on the results of animal experimentation, and the anticipated results should justify the experiment.
3. Avoidance of harm: The experiment should be conducted in such a way as to avoid all unnecessary physical and mental suffering and injury.
4. Risk/benefit ratio: The experiment should be such as to yield fruitful results for the good of society, unprocurable by other methods or means of study.
5. Qualification of experimenters: The experiment should be conducted only by scientifically qualified persons.
6. Protection of subjects: During the course of the experiment, the human subject should be at liberty to bring the experiment to an end if he has reached the physical or mental state where continuation of the experiment seems to him to be impossible.
7. Control of experiments: The experiment should be so conducted as to avoid all unnecessary physical or mental suffering and injury.
8. Assurance of cessation: The experiment should be terminated if it is likely to result in injury, disability, or death to the subject.
9. Evaluation: The experimenter must be prepared to terminate the experiment at any stage, if he has probable cause to believe, in the exercise of the good faith, superior skill, and careful judgment required of him, that a continuation of the experiment is likely to result in injury, disability, or death to the subject.
10. Duty of care: During the course of the experiment, the human subject should be at liberty to bring the experiment to an end if he has reached the physical or mental state where continuation of the experiment seems to him to be impossible.



What is the difference between positivism and interpretativism in sociology?

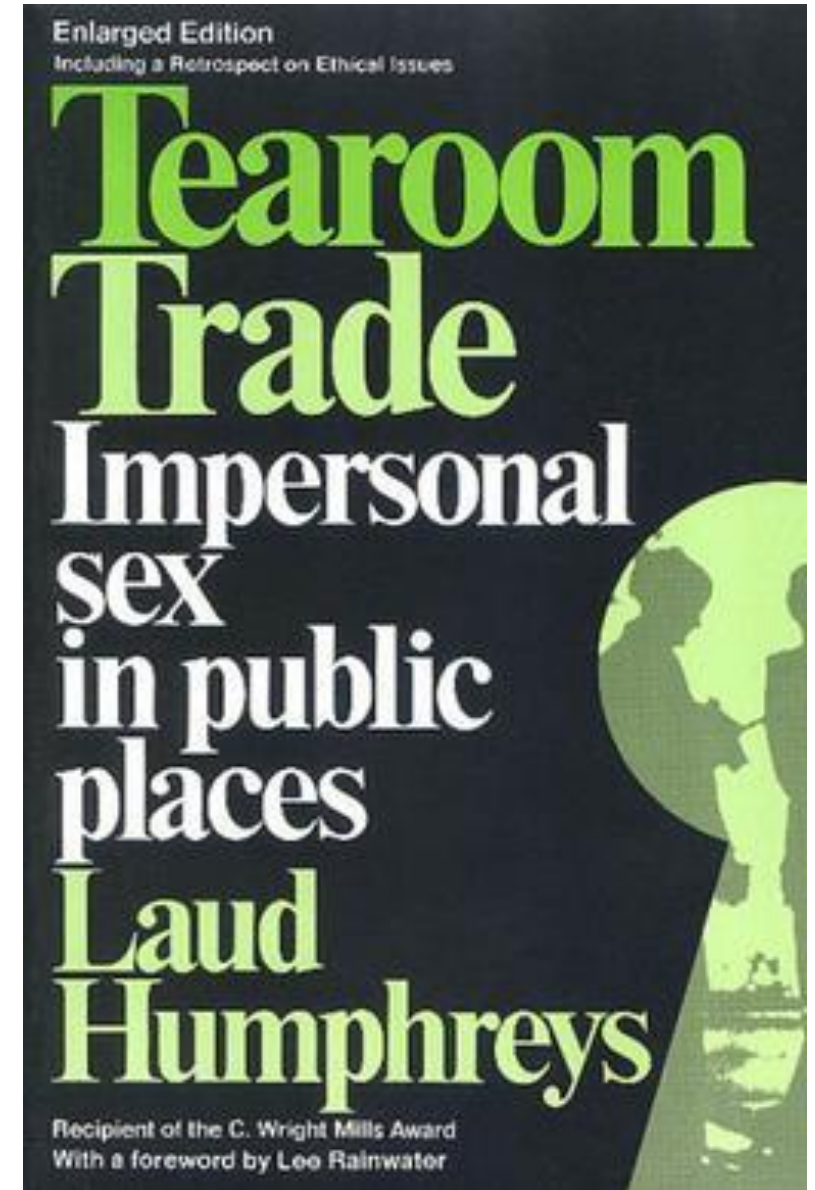
- Positivists view social phenomena as external to individuals, objective and measurable, and believe that researchers can be objective and neutral observers of social reality. This approach is often associated with quantitative research methods such as surveys, experiments, and statistical analyses.
- Interpretivists view social phenomena as being constructed by individuals and their interpretations of the world, and believe that researchers should take into account the perspectives and experiences of the individuals they study. This approach is often associated with qualitative research methods such as interviews, focus groups, and ethnography.



How not to collect data in the course of an empirical study?

Ethically controversial research:

The study of the American sociologist Lod Humphries “Tearoom Trade” (1970) was criticized due to the use of unethical methods of data collection and deception of informants





Ethically controversial research:

- An experiment conducted by social psychologist Stanley Milgram in 1963 and described in the book "Submission to Authority" (1974) was criticized because the subjects were not informed about the real purpose of the experiment and experienced moral suffering in the process of participation



Ethically controversial research:

- The Stanford prison experiment of social psychologist Philip Zimbardo (1971) was found unethical, and its results were repeatedly criticized, their reliability was questioned



Ethically controversial research:

- The Tuskegee Syphilis Experiment: This study, conducted between 1932 and 1972, involved withholding treatment from a group of African American men who had syphilis, even after penicillin became widely available as a treatment. The men were not informed of their diagnosis and were simply told they were being treated for "bad blood." The study was conducted without the informed consent of the participants and has been widely criticized for its unethical nature.
- The Willowbrook State School Study: This study, conducted between 1956 and 1970, involved intentionally infecting children with hepatitis in order to study the disease. The study was conducted on children who were institutionalized at the Willowbrook State School for children with intellectual disabilities. The study has been criticized for its lack of informed consent and for the use of vulnerable populations in research.
- The Holmesburg Prison Study: This study, conducted between 1951 and 1974, involved testing various chemicals and products on prisoners at the Holmesburg prison in Philadelphia. The prisoners were not informed of the risks associated with the studies, and many suffered from serious health problems as a result of the experiments. The study has been criticized for its lack of informed consent and for using prisoners as human guinea pigs.



Is there a single view in sociology on the ethical principles of conducting research?



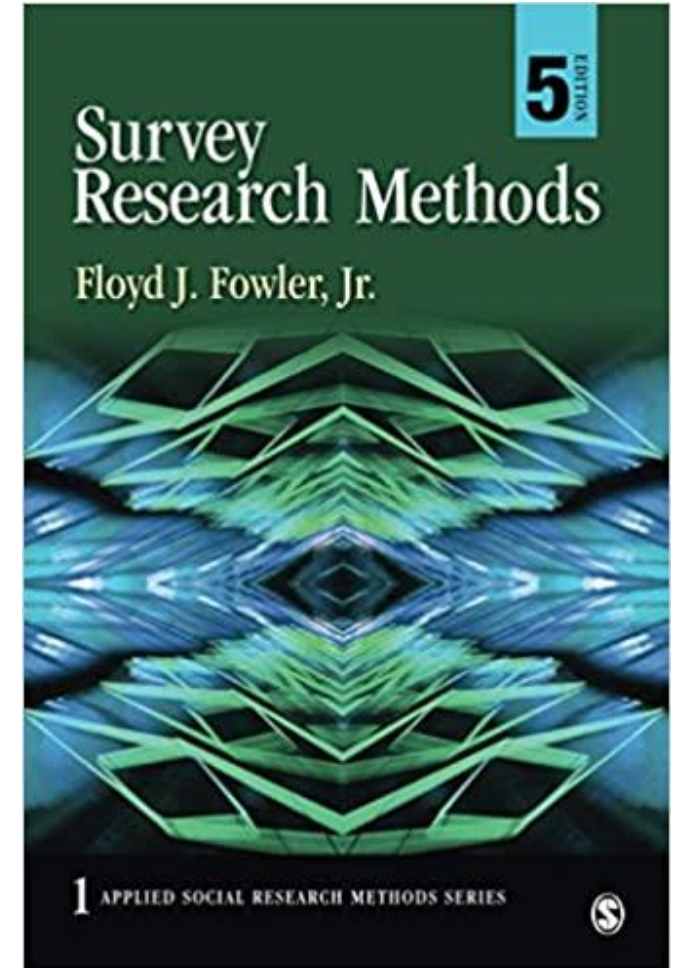
Ethical absolutism and ethical relativism

- Ethical absolutism is the belief that there are universal moral principles that apply to all people, regardless of their cultural or historical context. For example, an ethical absolutist might argue that it is always wrong to conduct social experiments that involve harming or deceiving human subjects, regardless of the potential benefits of the research.
- Ethical relativism is the belief that moral values and principles are relative to cultural, historical, or individual contexts. For example, a relativist might argue that social experiments that involve deception or coercion are acceptable in certain cultures or contexts where they are deemed necessary for the greater good of society.

Floyd Fowler describes the standard procedures used during the survey study:

Informing the respondent:

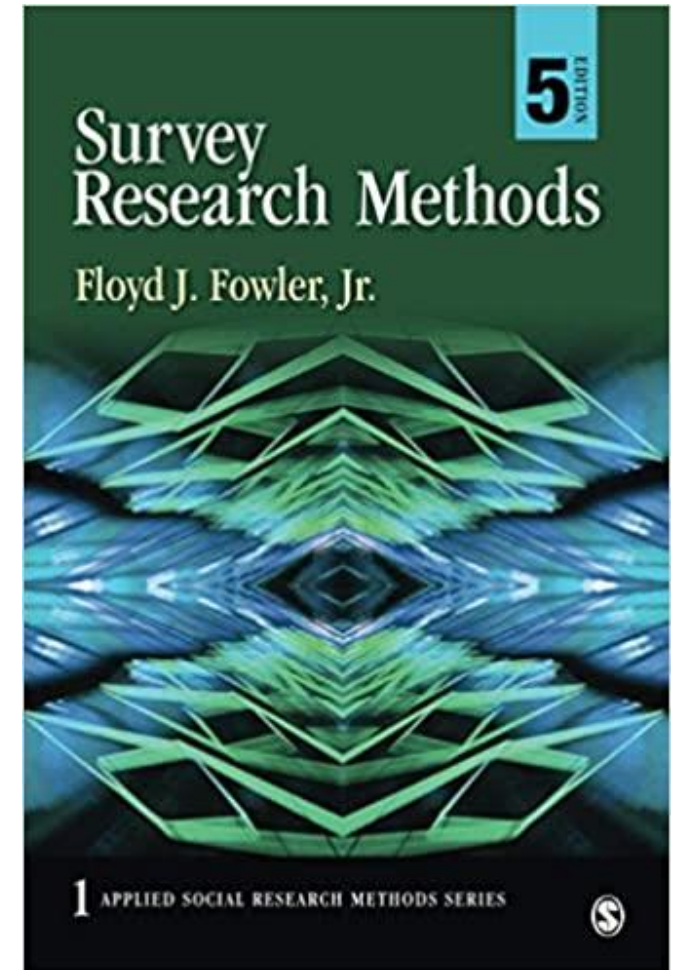
- 1.Explain the purpose of the survey: The respondent should be informed of the overall purpose of the survey and why their participation is important.
- 2.Describe the survey process: The respondent should be informed of how the survey will be conducted, including how long it will take, whether it will be conducted in person, over the phone, or online, and whether they will be compensated for their time.
- 3.Inform the respondent of their rights: The respondent should be informed of their rights as a participant in the survey, including the right to refuse to participate, the right to skip questions they are uncomfortable answering, and the right to have their information kept confidential.
- 4.Explain how the information will be used: The respondent should be informed of how the information they provide will be used and who will have access to it.
- 5.Obtain informed consent: The respondent should be asked to provide informed consent to participate in the survey. This means that they understand the purpose of the survey, the survey process, their rights, and how the information will be used, and they agree to participate voluntarily.



Floyd Fowler describes the standard procedures used during the survey study:

Protection of respondents

1. **Anonymity:** One way to protect the privacy of respondents is to keep their identities anonymous. This means that their name and other identifying information is not collected, and responses are not linked to any personal information. This can help to increase the likelihood that respondents will provide honest answers, particularly to sensitive questions.
2. **Confidentiality:** If anonymity is not possible or desirable, then confidentiality can be used as an alternative. This means that the respondent's identity is known, but their responses are kept confidential and are not shared with anyone who does not need to know them. This can help to build trust with respondents and encourage them to provide honest answers.
3. **Informed consent:** As mentioned previously, informed consent is an important aspect of protecting respondents. Respondents should be fully informed of the purpose of the survey, how the information they provide will be used, and what their rights are as participants. They should be given the option to decline to participate or to skip any questions they are uncomfortable with.
4. **Minimize risks:** Researchers should take steps to minimize any risks associated with participation in the survey. For example, they may need to ensure that the questions are not overly sensitive or invasive, and that the survey is not too long or burdensome for the respondent.





Asking the Embarrassing Question

- **"Asking the Embarrassing Question" is an article written by Allen H. Barton that discusses the importance of asking difficult questions in order to find the truth. The article argues that too often, people avoid asking tough questions because they fear the consequences or because they are afraid of being seen as rude or inappropriate.**
- **Barton suggests that asking difficult questions is essential to uncovering the truth, even if it may be uncomfortable or embarrassing in the moment. He uses examples from history, such as the Watergate scandal, to demonstrate how asking tough questions can lead to important revelations.**
- **The article also notes that asking difficult questions requires a certain level of courage and willingness to be vulnerable. It may also require a degree of detachment from personal biases and emotions in order to remain objective.**
- **Barton concludes by encouraging readers to embrace the discomfort of asking tough questions and to approach conversations with an open mind and a willingness to learn. By doing so, he suggests that individuals can improve their ability to uncover the truth and make informed decisions.**



social project

- A social project is a project aimed at creating positive change and improving social well-being in a particular community or society. These projects can be organized by individuals, groups, or organizations, and they typically involve collaboration with the community or the target population. Social projects can be of various types depending on their goals, scope, and the issues they aim to address. Here are some common types of social projects:



types of social projects

1. Environmental projects: These projects aim to address environmental issues and promote sustainability. Examples include community gardening projects, beach clean-up campaigns, and energy conservation initiatives.
2. Health projects: These projects focus on improving the health and well-being of individuals or communities. Examples include vaccination drives, health education campaigns, and community health clinics.
3. Education projects: These projects aim to improve access to education and promote literacy. Examples include after-school tutoring programs, adult literacy programs, and scholarship initiatives.
4. Economic projects: These projects aim to improve economic opportunities and promote financial stability. Examples include microfinance initiatives, job training programs, and entrepreneurship incubators.
5. Humanitarian projects: These projects aim to alleviate human suffering and promote human rights. Examples include disaster relief efforts, refugee resettlement programs, and campaigns against human trafficking.
6. Community development projects: These projects aim to improve the overall quality of life in a community. Examples include community beautification projects, infrastructure improvements, and neighborhood revitalization efforts.
7. Arts and culture projects: These projects aim to promote artistic expression and cultural heritage. Examples include art exhibitions, music festivals, and cultural exchange programs.



social project

1. Define the problem: Start by clearly defining the problem or issue that your project aims to address. This should be a concise and focused statement that highlights the root cause of the problem and its impact on the community.
2. Set your goals and objectives: Define what you hope to achieve through your project. Your goals should be broad, long-term outcomes, while your objectives should be specific, measurable, and achievable.
3. Identify your target audience: Determine who will benefit from your project and how you will engage them in the process. This could include community members, stakeholders, or other organizations.
4. Develop your strategy: Outline your approach to achieving your goals and objectives. This should include a description of the activities, resources, and partnerships needed to implement your project.
5. Define your project budget: Create a detailed budget that outlines the costs of your project, including staff, materials, and any other expenses.
6. Develop a timeline: Create a timeline that outlines the major milestones and activities of your project. This should include a start date, end date, and any important deadlines.
7. Describe your project evaluation: Outline how you plan to evaluate the success of your project. This could include measuring the impact on the target population, assessing the effectiveness of your strategies, and collecting feedback from stakeholders.
8. Write a compelling executive summary: Summarize your project in a brief, compelling statement that highlights the key elements of your proposal.
9. Finalize your proposal: Review and edit your proposal to ensure that it is clear, concise, and well-organized. Make sure that all of your goals, objectives, and strategies are clearly outlined and that your budget and timeline are realistic and feasible.



Thank you for your attention!

