

# Chapter 3

## discussion question

[Sociology](#)



Ethnography Versus Research Survey Ethnography and survey research are two methods of data collection used by researchers with each having its strengths and weaknesses. Ethnography is conducted over a long duration and tends to provide in-depth findings of the subject and is, therefore, suitable for investigating complex issues. Ethnography also relies on observations by the researcher and not on pre-determined questions and can, therefore, explore a lot of information. On the other hand, surveys are cheap, convenient for a large population, can be administered in remote areas using phones or emails and makes measurement precise because of the use of standardized questions (Ferris and Stein).

Surveys, however, have shortcomings. Researchers must ensure the sample will respond, it misses points because of pre-determined questions and is inflexible because they follow the design. Ethnography too has cons as it relies on observations, takes time to produce reliable results, and the sample under observation can give wrong information because of biases or ignorance (Ferris and Stein).

## 2) Components of Symbolic Culture

Gestures; it is communicating using movements of the body.

Language; refers to the use of symbols for purposes of communicating.

Values; refers to the standards that people use to decide what is wrong and right.

Norms; these are expectations of behavior that develop from a group's values.

Sanctions; they either negative or positive response

Beliefs; are shared ideas that hold a society together (Ferris and Stein).

## 3) Difference Between Subcultures and Countercultures

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Counterculture refers to a group of people that have some values that contrast one or more values of the main culture. Examples of the counterculture are such as the punk, hippies and feminist movements. A subculture is a segment of people that have own values and beliefs that are not popular in the mainstream culture. They, however, do not contradict with the majority values. Examples of subcultures are such as punk and glam rock music, Homies, and Goths.

#### 4) What is Ethnocentrism?

It is the tendency to judge, believe and think that one's cultural group is superior to others. It hampers the understanding of foreign cultures by measuring them relative to one's own. As a result, one makes false assumptions of the other cultures (Ferris and Stein).

We should take a positive attitude by believing other's cultures are equally important. Attitudes that will help us learn and understand what other cultures entail.

#### Works Cited

Ferris, Kerry, and Jill Stein. *The Real World: An Introduction to Sociology*. New York: W. W. Norton & Co, 2012. Print.