Hello students, for this exam there are some very important things you can do to maximize your chance of scoring the highest possible grade.

1. There is no substitute for reading the assigned chapters
2. Understand the major concepts and theory but also make sure you know the definition of all the different terminology
3. Take the practice quizzes found at http://highered.mcgraw-hill.com/sites/0073404268/information_center_view0
4. Thoroughly review the PowerPoint slides posted online.
5. Remember that this study guide does not replace the need to read the assigned chapters.

Chapter 1: Understanding Sociology
1. What is Sociology?
2. Sociological Imagination
3. Sociological Theory
4. Development of Sociology - know the different theorists – especially the ones covered in class.
5. Major theoretical perspectives: Functionalism, Conflict, and Interactionist (Symbolic Interaction)
6. Define Applied, Clinical, and Basic Sociology.
7. Know the difference between sociology and common sense

Chapter 2: Sociological Research
1. What is the Scientific Method?
2. The different steps of the Scientific Method
3. What is an Operational definition?
4. What is a variable? Dependant variable? Independent variable?
5. Causal logic vs. Correlation
6. Peer review
7. Reliability and Validity
8. Types of Research design
9. What is NORC?
10. Qualitative and Quantitative Research
11. Hawthorne Effect
12. Ethics of Research
Chapter 3: CULTURE
1. What is Culture?
2. Material and Non-material components
3. Norms (different types), sanctions, and values
4. Cultural universals
5. The role of diffusion, globalization, and technology in development
6. Innovation: discovery and invention
7. Language and nonverbal communication
8. Culture and the Dominant ideology
9. Cultural variation – Subcultures, Counter Cultures and Counter Culture.
10. Social policy and culture