3. Formulate a testable hypothesis
4. Select research and collect and analyze data
5. Develop conclusion

Operational Definition:
- Working definition
- Explanation of an abstract concept

Hypothesis:
- Statement about a relationship between two or more factors/variables

Hypothesis Formation:
- Casual Logic: involves relationships between a condition or variable (causation)
- Correlation: two separate things, one variable coincides with another, doesn’t imply causation

Variables:
- Measureable trait/characteristic that is subject to change under different conditions
  1. Independent- hypothesized to cause/influence another
  2. Dependent- an action developed on the influence of the independent variable

Research Designs:
1. Surveys: interviews/questionnaires
2. Ethnography: observations, direct participation and closely watching a group
3. Experiment: artificially created situation that allows researchers to manipulate the situation
4. Existing Source: using previously collected data

Socialization:
- Process through which children learn basic attitudes, values, and behaviors

Personality:
- Individual characteristics, attitudes, needs, and behaviors that set one person apart from another

Culture:
- Totality of learned, socially transmitted customs, knowledge, material objects, and behaviors

Society:
- Large number of people in a territory
- Relatively independent of people outside
- Participate in a common culture
- *Common culture simplifies day to day life

Micro-culture:
• Objectification:
  o Process whereby some people treat other individuals as if they were objects or things, not human beings
• Feminism:
  o The belief that women and men are equal and should be valued equally and have equal rights
• Slut Shaming:
  o An unfortunate phenomenon in which people degrade or mock a woman because she enjoys having sex, has sex a lot, or may even just be rumored to participate in sexual activity
• Master Perspective:
  o Dominant group
  o Men⇒male privilege
• Feminist Theory:
  o Patricia Hill Collins:
    § Known in Sociology for developing, deploying, and popularizing feminist theory
  o Four Main Theories within Feminist Theory
    1. Gender Differences
      a. How women’s location in, and experience of, social situations differ from men
      b. How men and women experience the world differently: breastfeeding and nipples
        i. Sex symbol, should be hidden from view, legal right in 47 states, taboo
    2. Gender Inequality
      a. Recognizes that women’s location in, and experience of, social situations are not only different but also unequal to men’s
      b. Working pay wages
    3. Gender Oppression
      a. Argues that not only are women different from or unequal to men, but that they are actively oppressed, subordinated, and even abused by men
      b. Boys are socialized to adopt and perform a dominant, aggressive, controlling version of masculinity⇒the kind that requires them to control women
    4. Structural Oppression
      a. Karl Marx: working class is exploited as a result of the capitalist modes of production⇒
      b. Example: White women and black women, for example, face different forms of discrimination in the workplace.

Globalization of Modern Day Slavery:

Human trafficking:
Today’s Social movements:
1. Gay Marriage
2. Kony 2012
   a. Invisible children
   b. Ugandan war criminal Joseph Kony
   c. Reign of terror in Uganda that involves using children as prostitutes and soldiers
3. Occupy Wall Street:
   a. 99%--to protest the financial crisis of the late 200s, a group that took to calling itself the 99%--made up of those who didn’t fit into the top one percent of earners in the country
   b. the top 1% get too much money and it doesn’t trickle down the way we think it does
   c. the movement called for tighter regulations on Wall Street, a reduction in political corruption, and bank reform
   d. no policies actually changed
4. Tea Part Movement:
   a. Tea Party: an American political movement known for its conservative position and its role in the republican party (GOP)

***mass exposure

When moments become movements:
1. Emmett Till:
   a. Brutally beaten and murdered for “flirting with an older woman”
   b. 14 years old
   c. one of the first reported brutally beaten to death black boy
2. Arthur Mcduffie
3. Timothy Thomas
4. Rodney King
   a. Killed by LA cops
   b. Caught on camera
   c. 1st evidence of videotaped brutality

**two of biggest movements in 21st century= healthcare and civil justice

Fergusen—moment to a movement
Michael Dunn:
   • murdered by a white dude with too loud of music

Current Pushback:
   • KKK→anonymous hacked kkk twitter

Freedom Ride
   • Occurred in 1960s
   • 13 black men, 6 white individuals
   • end of desegregation