



Doing Sociology with Student Chip

Data Happy!

Author Gregg Lee Carter has pioneered the use of hands-on computer data analysis by beginning sociology students. He is the recipient of an Outstanding Contributions to Instruction Award from the American Sociological Association, for developing innovative computer applications that enhance undergraduate sociology instruction. "Doing Sociology" brings sociology alive by enabling students to explore sociological issues using real data from the General Social Survey, census and vital statistics reports, and FBI crime summaries. Ideal for classes with an empirical orientation, "Doing Sociology With Student CHIP" shows students the link between their course work and the work of research sociologists. The book covers the major topics in an introductory sociology or social problems course, and includes Student CHIP software and all required data sets on a cross-platform (MAC and Windows) CD-ROM. No statistics beyond simple percentages are used; the emphasis is on analysis, reasoning, and recognizing patterns, not high-level statistical analysis techniques. "Doing Sociology" follows the same order of topics as Carter's "Empirical Approaches to Sociology: Classic and Contemporary Readings, Fourth Edition" (0-205-39484-1), making it an ideal companion text. (0205394833)

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