Course Outline for SOC 13

RESEARCH METHODS

Effective: Spring 2014

I. CATALOG DESCRIPTION:
SOC 13 — RESEARCH METHODS — 4.00 units

This course orients students to the methods of data collection and analysis used by sociologists. Instruction includes an overview of sociological theory, instruction on experimental methods, surveys, interviews, field research, participant observation, demographic methods, and comparative historical approaches.

3.00 Units Lecture 1.00 Units Lab

Prerequisite
SOC 1 - Principles of Sociology
with a minimum grade of C
and

Strongly Recommended
MATH 40 - Statistics and Probability
with a minimum grade of C

Grading Methods:
Letter or P/NP

Discipline:

	MIN
Lecture Hours:	54.00
Lab Hours:	54.00
Total Hours:	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:
Before entering the course a student should be able to:

A. SOC1

Before entering this course, it is strongly recommended that the student should be able to:

A. MATH40

IV. MEASURABLE OBJECTIVES:
Upon completion of this course, the student should be able to:

A. Outline the strategies for sociological inquiry;
B. Apply scientific method to the study of human behavior;
C. Evaluate the quality of evidence in published research;
D. Demonstrate familiarity with a range of quantitative, qualitative, and unobtrusive sociological research methods; and
E. Prepare a research proposal.

V. CONTENT:
A. The Foundations of Social Science
    1. The purposes of social research
    2. Social science paradigms
    3. The relationship between theory and research The importance of social research in society
B. The Ethics of Social Research
    1. Ethical issues in social research
    2. Controversy in social research
    3. The politics of social research
C. Research Design
    1. How to design a research project

2. Units of analysis
3. Deductive/Inductive research
4. Writing a research proposal
5. Human Subjects-IRB Approval
D. Sampling
1. Types of Sample Designs
E. Modes of Observation
1. Unobtrusive Research
a. Content analyses
b. Analyzing existing data sets
c. Comparative historical research
2. Quantitative Data Analysis
a. The Experimental Method
b. Survey Research
c. Descriptive Statistics
d. Inferential Statistics
3. Qualitative Data Analysis
a. Field research: Researcher roles and analytical yield, individual research and team research
b. Building rapport
c. Bias
d. Field notes: making observations, writing, coding; and memoing
e. Case studies
f. Qualitative Interviewing; Interview instrument construction, conducting, transcribing, and analyzing interview data
g. Focus Groups
h. Using ATLAS.ti in Qualitative Data Analysis
4. Writing a Research Proposal

VI. METHODS OF INSTRUCTION:
A. **Lecture** -
B. Online Learning
C. **Lab** -
D. **Discussion** -

VII. TYPICAL ASSIGNMENTS:
A. Reading Assignment
1. Students will typically read one hundred pages per week (Ex. Durkheim Introduction-Chapter 3; Babbie Chapter 1)
B. Short Writing Assignments
1. The Comparative Historical Method
2. Developing an interview instrument
3. Writing ethnographic field notes
4. Racial Residential Segregation Write-up
C. Online Learning
1. Ethics in Social Research Human Subjects & The IRB
a. Mock IRB application
2. Content Analysis
a. Using Blackboard, students will code a set of popular images of race/ethnicity for manifest/latent content. They will also engage in an exercise of intercoder reliability.
b. Exploring existing data sets: gain familiarity with the GSS, Census?CPS, PEW forum, IMMLA, PRB, World Values Survey
D. Lab Activities
1. Use Census Data and Excel Calculating the Index of Dissimilarity
2. Using SPSS to examine Census/CPS, GSS data
a. Question Testing Exercise
b. Descriptive Statistics
c. Inferential Statistics
3. Mock In-depth Interviews
a. Students will conduct mock, semi-structured, interviews. They are required to use a digital recorder, mobile device, or computer to record the interview. They must transcribe the interview and use ATLAS.ti for coding.
4. Using ATLAS.ti to analysis qualitative data
a. Coding
b. Using the query tool to hypothesize about your data
c. Mock focus group (group use the teamwork/project management feature in ATLAS.ti.
E. Research Proposal
1. Students will compose a 12-15 page research proposal that addresses a contemporary social issue. The proposal should include the following eight sections: (1) introduction; (2) literature review; (3) hypotheses; (4) research methods; (5) sample; (6) discussion and implication; (7) references; and (8) appendices.

VIII. EVALUATION:
A. **Methods**

1. Exams/Tests
2. Lab Activities
3. Other:
a. Discussion Board Posts
b. Short Writing Assignments
c. Research Proposal
B. **Frequency**

1. 2-3 exams
2. 8-10 discussion board posts
3. 10-12 lab activities
4. 3-4 short writing assignments
5. 1 research proposal

IX. TYPICAL TEXTS:
1. Babbie, Earl (2011). *The Basics of Social Research* (5th ed.). Belmont, CA: Wadsworth/Cengage Learning.
2. Kuhn, Thomas, S (2012). *The Structure of Scientific Revolations* (4rd ed.). Chicago, IL: University of Chicago.
3. Wysocki, Diane K (2007). *Readings in Social Research Methods* (3rd ed.). Belmont, CA: Wadsworth/Cengage Learning.
4. Durkheim, Emile (1982). *The Rules of the Sociological Method*. New York, NY: The Free Press and Simon and Schuster, Inc..

X. OTHER MATERIALS REQUIRED OF STUDENTS:
    A. ATLAS.ti Free Trial Version
    B. SPSS Free Trial Version
    C. Digitial Voice Recorder (personal mobile devices acceptable)
    D. Access to Microsoft Excel