

LAKEHEAD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

Sociology 2911: Social Research Traditions

September 7, 2016 to December 2, 2016

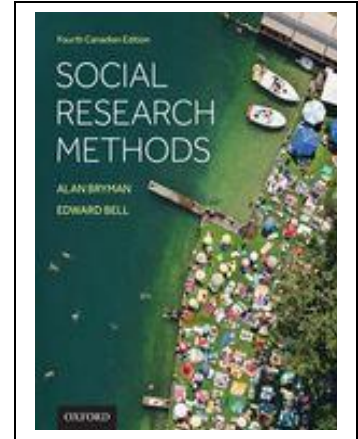
Course Facilitator / Instructor: **Dr. Kevin Willison**, M.A., Ph.D.

Instructor's e-mail address: kdwillis@lakeheadu.ca

Credit Weight: 0.5

Room: OA 2018 (500 University Av. – Simcoe Building)

Time: **Wednesdays and Fridays: 8:30 until 10 AM**



Instructor's Office Hours: by appointment (mutually arranged in class and/or by e-mail). Note: it is best not to wait until the end of term to visit your course instructor.

- Refer to the Instructor's e-mail address above and Dr. Willison's 2016-2017 teaching schedule as posted in D2L for this course.

Course Description (from calendar):

An introduction to methods in sociological research and analysis.

Added: using a 12-module format, this second year undergraduate level course covers a broad range of topics, including a look at human ethics, survey design, measurement issues, quantitative, qualitative and, mixed methods (triangulation) approaches etc. – suitable for social science researchers.

Learning Objectives / Targeted Competencies:

By the end of this course students should know how to:

- (i) **Compare and contrast** such concepts as parametric vs. non-parametric analysis + qualitative vs. quantitative vs. mixed analysis;
- (ii) **Explain** ethical considerations that may affect social science research;
- (iii) **Articulate** what type of occupations exist that an individual with a background in methodology and/or data analysis could pursue;
- (iv) **Identify** different methodological procedures, having knowledge of both their strengths and limitations;
- (v) **Discuss** in detail such topics / issues as: survey design; the TCPS-2; basic statistical procedures; and, the research process.

Required Text:

Alan Bryman and Edward Bell (Editors). Social Research Methods. Fourth Canadian Edition. Oxford University Press. ISBN: 978-0-19-900978-7.

- A picture of the required text is on this page of the course outline.

- The required text is available at the Orillia campus bookstore (near cafeteria).
- Be sure to obtain the 4th Canadian edition of your required text.

Required Text – Publisher’s Description

“Now in its fourth Canadian edition, *Social Research Methods* remains the go-to research guide for undergraduates in the social sciences. Offering practical, step-by-step advice, the authors take readers through all stages of the processes involved in both quantitative and qualitative research, from formulating questions, choosing methods, and recruiting participants to analyzing the data and writing up the results.” (Source: <http://www.oupcanada.com/catalog/9780199009787.html>).

Sociology 2911 - Evaluation Strategy:

(Sept. – Dec. 2016)	Grading:	Completed:
On-Line: Course on Research Ethics (CORE)	5 percent	Sept. 28
Test One	15 percent	Sept. 30
Test Two	15 percent	Oct. 21
Test Three	15 percent	Nov. 09
Test Four	15 percent	Nov. 25
Participation	5 percent	-----
Dec. 2016 Exam (date/time set by Registrar)	30 percent	TBD
Total:	100 %	100 %

TBD = To Be Determined

Tutorial for the Tricouncil Policy (Value = 5 %)

Directions

COMPLETE the Tricouncil Online Tutorial - **Course on Research Ethics (CORE)** - with Human Participants (TCPS-2). * This is made available FREE by the Government of Canada.

This consists of ten short on-line modules focusing on the guidance in TCPS 2 (Tri-Council Policy Statement) that is applicable to all research regardless of discipline or methodology.

To access, go to: <http://pre.ethics.gc.ca/eng/education/tutorial-didacticiel/>

SUBMIT (or show) a copy of your completed certificate directly to the Instructor, in class. Please do not e-mail. * When done, consider adding this to your résumé.

Academic Year (in General) - Important Dates:

- **Classes start: Tuesday September 6th, 2016.**
- **Monday October 10th (Thanksgiving) – No classes.**
- **October 11th to 14th break – No classes.**
- **Monday November 28 – Dec. 02: Fall Review Week.**
- **Friday Dec 2nd – Final day of classes (Fall Term).**

- Dec. 9 to 19th – December exam period. Campus is closed: Dec. 25 – Jan. 02.
- Monday January 9th (2017) – Winter Term begins.
- Monday Feb. 20th – Family Day. No classes.
- Monday April 3rd – April 7: Winter Review Week.
- Final day of classes – Friday April 7th
- Winter Exam Period – April 10th to 22th

Accommodations / Special Needs:

Lakehead University is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you think you may need accommodations, you are strongly encouraged to contact Student Accessibility Services (SAS) first. Register as early as possible. For more information, please visit: <http://studentaccessibility.lakeheadu.ca>

Your instructor - Dr. Kevin Willison - has received specialized training in AODA (the Accessibility for Ontarians with Disabilities Training Act).

Emergency? Know the Number to Call

Lakehead Security reminds everyone to **call 3911** (Orillia) if you require emergency service. Paramedics, firefighters and police officers do not always know where to find certain buildings or locations on our campuses. By calling 3911 (Orillia), Lakehead Security will quickly dispatch a security guard to your location and contact 911 services. Lakehead Security will then meet and escort emergency services to your location to save valuable time.

Regarding E-mail and Accessing “Desire2Learn”

Should IT related problems arise please contact “Help Desk” at **ext. 7777** (on campus) – or tel. 705-330-4008 (then the extension). Only **Help Desk** can assist you with your specific computer / IT issues and concerns.

General E-mail and Classroom Conduct Guidelines:

[1] Within all e-mail correspondence (not just for this course) it is advisable to follow “the ten commandments of ***e-mail netiquette***.”

Please review: <http://www.studygs.net/netiquette.htm>

[2] All e-mail communication sent from students to the instructor for this class **must** originate from the student’s own Lakehead University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student’s responsibility to ensure that communication is sent to the university from a Lakehead University account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply.

[3] Please be sure to identify yourself in your e-mail (not only your name but also what course you are in, as your Instructor teaches more than one course, and has many students). This will help speed up a response. Thank you in advance.

[4] The course instructor may best be reached at: kdwillis@lakeheadu.ca. I will do my best to respond to your e-mail **within 8 hours** (or less) of receipt (based on e-mails

received between 9am – 5 pm, Monday to Friday). Due to teaching, meetings and research related activities please do not expect your instructor to provide an instant / immediate response. * Note: Dr. Kevin Willison's course teaching schedule is posted in your course D2L.

[5] Please be advised that you will may *not* get a response e-mailing the Instructor the night before a test or exam. Please plan ahead.

[6] Please do not expect a quick e-mail response if sending an e-mail to an Instructor on a Saturday or Sunday. On weekends your Instructor may have other obligations.

[7] As per LU policy, your specific grades/marks will not be discussed over the internet / e-mail. Please talk to your instructor directly on such matters. Individual course marks (when ready) can be accessed using your unique course D2L account.

[8] Please refrain from sending e-mails / texting / watching movies etc. during class time. Make use of your class time and computer wisely. Not only is it best to focus on the course material during class, texting or viewing inappropriate material on your computer may bother / disturb others around you, particularly those sitting behind you and/or beside you.

[9] Unless in a group work session, please refrain from talking to others when the instructor is talking, as others around you may have difficulty hearing and/or be disturbed. **Have a question? Please raise your hand until I see you and I will try to respond quickly.**

Missed Tests and/or Exams:

Make-up examinations will only be given with written documentation from a healthcare practitioner using the official Student Health Certificate, available at: <http://registrar.lakeheadu.ca/uploads/docs/F.HealthCertificate.pdf>.

Religious Observance Policy: If you require religious accommodation(s), you must make your request to the instructor preferably within the first two weeks of class.

Course Suggestions or Concerns? Students are asked to speak with their Instructor should there be a suggestion, problem or concern regarding the course which you feel may benefit yourself and/or the class. Feel free at any time to speak to your class Instructor (as he or she may simply be unaware). Further, you are encouraged to ask questions and be engaged (as this often helps the learning process).

Weather: The *Weather Network* is a good site:

<http://www.theweathernetwork.com/weather/caon0506>

- **It is best** to refer to the Lakehead University (Orillia) home page website to check for class cancellations.

See: <http://www.lakeheadu.ca/>

**** As a university-level course, regular class attendance is strongly recommended.**

- Within each section/module as described below, focus on key terms and their interconnections with other terms. For improved comprehension and

memory, be sure to review your required text and/or assigned reading(s) regularly (prior to and after attending each class).

- Classroom discussion is encouraged, as will critical thinking and problem-based learning. Review assigned readings (made known in class) in advance.

<u>TERM ONE</u> Section/Module	<u>Topic(s):</u>
Module ONE	<ul style="list-style-type: none"> • Overview of Course Outline. • D2L essentials. <p>Chapter <u>One</u> – General Research Questions</p> <ul style="list-style-type: none"> • Theory and Research • + The Research Process • Deductive vs. Inductive Approaches • Epistemological Considerations • Ontological Considerations • General Orientations: Quantitative and Qualitative Research • Varied Influences on the Conduct of Social Research.
Module TWO	<p>Chapter <u>Two</u> – Research Designs</p> <ul style="list-style-type: none"> • Criteria for Evaluating Social Research • Research Designs • Bringing One’s Research Orientation and Design Together
Module THREE	<p>Chapter <u>Three</u> – Research Ethics</p> <ul style="list-style-type: none"> - General Ethical Principles - Why the TCPS-2
Module FOUR	<p>Chapter <u>Four</u> – Quantitative Research</p> <ul style="list-style-type: none"> • The Main Steps in Quantitative Research • Concepts and Their Measurement • Reliability and Measurement Validity • Reflections on Reliability and Validity • Main Goals of Quantitative Researchers • Critiques of Quantitative Research • + Using a Mixed Methods Approach (via 3 types of Triangulation)
Module FIVE	<p>Chapter <u>Five</u> – Survey Research: Structured Interviewing and Questionnaires</p> <ul style="list-style-type: none"> • The Structured Interview • Reducing Error Due to Interviewer • Variability • Accuracy and Ease of Data Processing • Dealing with Interviewer Effects • Interview Contexts • Conducting interviews • Questionnaires

	<p>(a) Respondent Issues/Problems</p> <p>(b) The Feminist Critique.</p>
Module SIX	<p>Chapter Six – Asking Questions</p> <ul style="list-style-type: none"> - Open of Closed Questions? - Types of Questions - Rules for Designing Questions - Designing the Questionnaire - Vignette Questions - Pilot Studies and Pre-testing Questions - Using Exiting Questions
Module SEVEN	<p>Chapter Eight – Other Sources of Data</p> <ul style="list-style-type: none"> • Personal Documents • Government Documents • Official Documents from Private Sources • Mass Media Outputs • Virtual Outputs and the Internet as Objects of Analysis • Introduction to Secondary Analysis • Official Statistics • Official Statistics as an Unobtrusive Measure.
Module EIGHT	<p>Chapter Nine – The Nature of Qualitative Research</p> <ul style="list-style-type: none"> • The Main Steps in Qualitative Research • Theory and Concepts in Qualitative Research • The Main Goals of Qualitative Researchers • Reliability and Validity in Qualitative Research • Critiques of Qualitative Research • Some Contrasts Between Quantitative and Qualitative Research.
Module NINE	<p>Chapter Eleven – Interviewing in Qualitative Research</p> <ul style="list-style-type: none"> • Differences Between Structured and Qualitative Research Interviews • Unstructured and Semi-structured Interviewing • Focus Groups: An introduction • Conducting Focus Groups • Size of Groups and Selecting Participants • Group Interaction in Focus Group Sessions • Limitations of Focus Groups • Online interviews and Focus Groups • Feminism and Interviewing in Qualitative Research • Qualitative Interviewing Versus Ethnography
Module TEN	<p>Chapter Twelve – Sampling</p> <ul style="list-style-type: none"> - Sampling Error - Types of Probability Sampling

	<ul style="list-style-type: none"> - Sample Size - Types of Non-Probability Sampling - Limits to Generalization - Qualitative Sampling - Content Analysis Sampling - Reducing Respondent Non-Responses
Module ELEVEN	<p>Chapter <u>Thirteen</u> – Quantitative Data Analysis</p> <ul style="list-style-type: none"> • A Small Research Project • Types of Variables • + Parametric vs. Non-Parametric Analysis • Univariate Analysis • Diagrams • Measures of Dispersion • Bivariate Analysis • Contingency Tables • Pearson's r • Correlation and Statistical Significance • The chi-square Test • Multivariate Analysis • Univariate Analysis • Diagrams • Measures of Dispersion • Bivariate Analysis • Contingency Tables • + Pearson's r vs. Spearman's r • Correlation and Statistical Significance • The chi-square Test • Multivariate Analysis
Module TWELVE	<p>Chapter <u>Fourteen</u> – Qualitative Data Analysis</p> <ul style="list-style-type: none"> • Analytic Induction • Grounded Theory • Coding in Grounded Theory • Outcomes of Grounded Theory • Criticisms of Grounded Theory • Basic Operations in Qualitative Data Analysis • Problems with Coding • Narrative Analysis

- **Your December exam (valued at 30% of your final grade) will cover all sections as above, since September 6th, 2016.**