

**SOCIOLOGY 3306-001**  
**Investigating the Social World: Quantitative Research**  
**September 2021 SSC 1032 (In Class)**  
**Tuesdays, 9:30 to 12:30**

**Instructor: Dr. Teresa Abada**

Office Hours: Thursdays 1PM till 2:30 PM (you must set up an appointment with me ahead of time and I will send you a Zoom invitation)

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***Course Description:***

The goal of this course is to provide the students with a sophisticated understanding of both evaluating and conducting quantitative social science research. Starting from the formulation of research questions to data collection and analysis, and final reporting, this course introduces fundamental process of quantitative research and exposes students to conceptual and analytic tools and procedures. In addition to a textbook, a selection of research articles will be used to exemplify how each element of the process are applied. Building on these readings, students will be challenged to develop their own research project by applying the knowledge from this course. Throughout the course, an emphasis will be placed on the relationship between theory and methods, meaning behind the numbers, and story based-on the evidence.

Mandatory for third-year Sociology students in an Honours Specialization. In this course students will learn to evaluate quantitative sociological research and gain hands-on experience carrying out and writing up a research project that investigates current social issues. Topics include: posing a research question, developing concepts and measures, and analyzing quantitative survey data.

***Prerequisite(s):*** Sociology 2205A/B and 2206A/B. 0.5 course.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. The decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

***Antirequisite(s):*** The former Sociology 3302A/B.

***Learning Outcomes:***

Apply theory and sociological research to interpret social events and practices

- Understand and demonstrate the competent use of different quantitative and research methodologies.
- Interpret the results of multivariate quantitative data analyses
- Understand and meet the ethical standards for conducting research with human subjects.

- Write papers that make a sustained, evidence-based, sociological argument, and present ideas and sociological concepts clearly.
- Demonstrate effective oral communication skills and the ability to discuss ideas clearly and articulately.

### ***Required Text***

Singleton, R. and B. Straits. 2018. *Approaches to Social Research, 6th Ed.* Oxford University Press.

The Electronic copy is available at: <https://www.vitalsource.com/en-ca/products/approaches-to-social-research-royce-a-singleton-bruce-c-v9780190635114?term=9780190614249>

### ***Required supplemental readings***

Occasionally additional readings may be assigned throughout in addition to textbook chapters. All of these readings will be posted on the course website. More information will be provided in class. To access them, please make sure you are enrolled on the course website through owl.

The textbook offers extensive coverage of in-depth technical components of quantitative research. You are expected to complete the readings assigned for each week, yet you are not expected to have mastered them on your own. Lecture will help you identify key concepts and processes, which are necessary for you to apply them in a real research context. Further, supplemental readings are offered to introduce how sociologists apply those processes in actual publications, which will offer good examples for you to develop your ideas sociological research.

### ***Sample Dataset of Instruction***

For demonstration of course contents applied in the Canadian context, the [\*General Social Survey, Cycle 27: Social Identity\*](#) (Statistics Canada, 2013) will be used. Supplemental readings and the research proposal assignment will be constructed on the themes that can be covered in this dataset.

### ***Method of Evaluation***

- 1. Develop a Research Project: 65%***
  - Literature Review and Formulating a Research Question (20%)
  - Research Proposal (45%)
- 2. Midterm Exam (35%)***

### ***Evaluation Breakdown***

- 1. Develop a research project: 65%***  
To demonstrate your knowledge of quantitative research methods, you will be asked to develop a research proposal based on the use of the Canadian General Social Survey, Cycle 27, Social Identity.

This assignment will consist of two components:

- a) **Formulating a research question** – maximum 5 pages (20%)  
**Due on Friday, October 22 at 11:55 PM**
- b) **Final research proposal** – maximum 12 pages (45%)  
**Due on Tuesday, December 7 at 11:59PM**

Final research proposal builds on the first assignment that you submitted earlier. In doing so, you are encouraged to modify the initial draft based on the feedback that you received.

2. ***Midterm (35%) November 9, 2021.***

This will take place in-class and will consist of multiple choice, T/F, short/long answer type questions. I will provide more detail in class

### **How to Contact Me**

Email: [tabada@uwo.ca](mailto:tabada@uwo.ca)

### ***How to get important course information:***

Teaching assistant: Matthew Stackhouse, [mstackh@uwo.ca](mailto:mstackh@uwo.ca)

For information about the course, please read the course outline carefully. Also, check your email and course website for announcements.

## Course Schedule and Readings

**\*\*The following outline is subject to change. Any changes will be announced in class and posted on OWL\*\***

\*S&S = Singleton & Straits textbook 6<sup>th</sup> edition

Week	Date	Topic/Assignment	Assigned Readings
1	Sept 14	The Process of Social Science	S&S Ch. 2
3	Sept 21	Quantitative Research Designs	S&S Ch. 4
4	Sept 28	Writing Research Reports & Literature Search	S & S Ch. 17
5	October 5	Survey Research Methods	S&S Ch. 9
6	October 12	Concepts to Measurement	S & S Ch. 5
7	October 19	Survey Instrumentation	Chapter 10
8	October 26	Sampling	S&S Ch. 6
9	November 2	Reading Week no class	
10	November 9	Midterm	
11	November 17	Data Processing, Analysis and Interpretation	Chapter 15
12	November 24	Multivariate Analysis and the Elaboration Model	Chapter 16
13	December 1	<i>Research Project</i>	

## ***Important Policies***

### ***Academic Consideration for Missed Work***

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the [Senate policy](#) are met. Two important exceptions to this rule: SRAs will not be allowed for final examinations or assessments worth more than 30% of a given course.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a [Student Medical Certificate](#) (for illness) or other appropriate documentation (for compassionate grounds).

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf)

### ***Policies for Assignment Deadlines:***

If the above requirements are not met, late essays will be penalized 5% per day (including weekends) except in the case of extreme and serious documented circumstances, discussed with me in advance and following the same procedures describe above related to missed exams. Please note that computer problems are not an excused circumstance. You are expected to follow good computer practices, including backing up your work.

### ***A Note on Plagiarism:***

Students must write their assignments in their own words. Whenever students take an idea from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major scholastic offence (the Scholastic Offence Policy can be viewed in the Western Academic Calendar).

### ***Plagiarism Checking:***

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com ([www.turnitin.com](http://www.turnitin.com)).

### ***Policies on Examinations***

I do not allow the use of laptops or any other computer device on the exam. Calculators are allowed on the exam.

***Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.***

### ***Missed Exams***

Make-up exams will be granted with approved documentation only. If you have a conflict with one of the exam dates, it is your responsibility to discuss it with the Academic Counseling office at least one week before the regularly scheduled exam and provide documentation of the conflict. If approved, you will be allowed to schedule a make-up exam. If you miss an exam date or the due date for an assignment due to illness or for any other unforeseen reason, you must provide notification of and documentation for the reasons for your circumstances to your Academic Counselor within 48 hours. If your problem is medical in nature, you should be seen by your doctor on the date of the exam or on the date the assignment is due. If your Academic Counselor agrees that your reasons are legitimate and are supported by your medical doctor's documentation, you will be allowed to write a makeup exam or hand in your assignment at a later date.

Compassionate Grounds: Serious Illness of a Family Member: Inform your instructor as soon as possible and submit a medical certificate from the family member's physician to your home faculty's Academic Counselling office.

In Case of a Death: Inform your instructor as soon as possible and submit a copy of the newspaper notice, death certificate or documentation provided by the funeral director to your home faculty's Academic Counselling office.

### ***Policy on Laptops and other Electronics/Phones in Class:***

Laptops are permitted in class but if it is observed that students are on social networking sites such as Facebook or Twitter, they will be told to close the lid and they will not be permitted to use it for the remainder of the class. Be sure that all cell phones are turned off at the beginning of class. I do not allow the recording of my lectures. You are not allowed to take pictures of the power point slides in class.

### ***Policy on Accommodation for Medical Illness***

Western's policy on Accommodation for Medical Illness can be found at [www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_medical.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf).

Students must see the Academic Counsellor and submit all required documentation in order to be approved for certain accommodation:

[https://counselling.ssc.uwo.ca/procedures/academic\\_consideration.html](https://counselling.ssc.uwo.ca/procedures/academic_consideration.html)

### ***Accessibility Options:***

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519 661-2111 x 82147 for any specific question regarding an accommodation. Information regarding accommodation of exams is available on the Registrar's website: [www.registrar.uwo.ca/examinations/accommodated\\_exams.html](http://www.registrar.uwo.ca/examinations/accommodated_exams.html)

### ***Scholastic Offences***

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following web site: [www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### ***Mental Health***

Students who are in **emotional/mental distress** should refer to Mental Health@Western ([http://uwo.ca/health/mental\\_wellbeing/index.html](http://uwo.ca/health/mental_wellbeing/index.html)) for a complete list of options how to obtain help.