Consider the following questions we hear people talk about on various media platforms: Are police officers discriminating against black men? Is using Facebook bad for your health? Will forcing people who are on welfare to take drug tests improve their outcomes? Or these questions you may hear at our university: What helps students graduate on time? Which courses will help students find jobs shortly after graduating? Or these you may hear at a workplace: What services do our customers prefer? What qualities make a good leader?

These questions inspire lively debates because people have their own opinions about them. Their opinions are often biased by the types of news outlets they access, the people they consider friends and confidants, how they were raised, and many other factors. A social scientist conducts research that can offer unbiased responses to these questions. You will learn how to conduct such research in this course. With the skills you learn, you will be able to inform the design and evaluation of ideas in society, your workplace, and many other organizations.

By the end of the course you will be able to:

- Evaluate the advantages and disadvantages of research designs
- Understand how theoretical perspectives about how society works are related to research
- Design research studies to answer questions relevant for understanding people
- Develop evidence-based arguments to support your ideas
- Communicate to others about social science research and why it is important to do

**REQUIRED RESOURCES**

To set yourself up for success in this course you need to have stable access to the Internet. Every week, you will have assignments due and material to review and you will only be able to complete these tasks if you have stable access to the Internet. If you do not have your own computer, you will need to schedule yourself weekly time to access a publically available computer, such as the ones available on campus or at a public library.

Mobile devices, such as a smartphone or tablet (e.g., iPad), will unfortunately not suffice for this requirement because they may not be compatible with the documents you need to access and, when they are, the formatting is usually too terrible for you to see all you were meant to see.
The computer you use must be able to read and write Microsoft Word documents (.doc or .docx), Microsoft Excel documents (.xls or .xlsx), Microsoft PowerPoint slides (.ppt and .pptx) and Adobe PDF documents. It must also be able to show online videos, like those available on YouTube.

The latest versions of Microsoft Word, Excel, and PowerPoint are available for FREE to UWM students. Go here for more information: [http://uwm.edu/o365/student-advantage/](http://uwm.edu/o365/student-advantage/)

For reading Adobe PDF files, Adobe Acrobat Reader is available for free: [https://get.adobe.com/reader/](https://get.adobe.com/reader/)

**DESIRE2LEARN (D2L)**

Our course has a D2L website: http://D2L.uwm.edu. You will use the same username (username@uwm.edu) and password that you use for your UWM email account. If you have any questions about content on the course website, please contact me. If you have questions about, or problems using, the D2L website, please email help@uwm.edu, call 229-4040, or see the service staff in Bolton 225 during their office hours.

**CLASS ANNOUNCEMENTS**

All class announcements will be made using the News feature of our course’s D2L website. Again, it’s important for you to have stable access to the Internet so that you can keep up to date with the course.

**COURSE FORMAT**

Because we are no longer bound to the traditional 50 or 75 minute lecture, the course is organized around a series of topics that build on one another rather than what can be covered neatly during a prescribed lecture slot. Each of these topics is called a Module and we will complete 10 different Modules this semester.

Each Module contains assigned readings in the textbook and PowerPoint slides. It is important for you to recognize that one is not a substitute for the other. In order to perform well on the course requirements, you will need to review both.

All assignments are due at 7PM Central Standard Time (Milwaukee time). Due dates are always on either a Monday, Wednesday, or Friday. Extensive writing tasks will generally be due on Mondays, leaving the weekends available for those of you who prefer to complete assignments on the weekends.

Should you decide to work on the weekends, note that any questions you want answered over email should be sent by Sunday at 10AM CST.

**REQUIRED READING**

The eighth (8th) edition of the textbook below is required. Assignments will be based on this edition of the book, which has changed from earlier editions.

This textbook is available for purchase at the UWM Bookstore. A copy is available at the library as a course reserve.

In addition, if you have never conducted literature reviews that analyze the literature, it is recommended you purchase a copy of the following:


This edition and earlier editions are available to purchase online. The UWM Bookstore may also have copies available to purchase.

**COURSE REQUIREMENTS**

Assignments in this course add up to 100 points

*Syllabus Quiz (2% of grade)*: To encourage you to get settled into the course, there will be a Syllabus Quiz on D2L. The Syllabus Quiz has four (4) multiple choice questions, which are worth 0.5 point each, thereby making the entire quiz worth 2 points. It is meant to be easy, so long as you have reviewed the syllabus prior to taking the quiz. You will have 10 minutes to complete the Syllabus Quiz.

*Reading Quizzes (20% of grade)*: For every Module, there will be a Reading Quiz on D2L, for a total of 10 quizzes. Each Reading Quiz will have four (4) multiple choice questions, with two (2) covering the textbook and the other two (2) covering material in the PowerPoint slides that does not appear in the textbook. Each multiple choice question is worth 0.5 point each, making each Reading Quiz worth 2 points. You will have ten (10) minutes to complete each Reading Quiz. You may take each Reading Quiz only once. All Reading Quizzes count toward your grade. The Reading Quizzes are designed to be easy, so long as you review the assigned readings in the textbook and PowerPoint slides prior to taking them.

*Exams (30% of grade)*: You will have two Exams on D2L, one around the middle of the semester and a second during Finals week. Exams will be a combination of multiple choice, true/false, and short answer questions (requiring 1-4 sentences in your response). Each question will be worth 0.5 to 1 point, and its point value will be listed in the text of the question. Each Exam is worth 15 points. Compared to the Reading Quizzes, Exams will be challenging because they will require you to apply the course material. You will have two (2) hours to complete each Exam.

*Activities (15% of grade)*: The hands-on portion of the course. You will take on the role of a researcher for a research question that currently has not been addressed. I have selected the research question and a study to address it for us to work on together throughout the semester. Each Activity will work toward addressing the research question by applying research concepts and methods you read about in your textbook and the PowerPoint slides. You will either use our course’s D2L Discussion Board or a designated Dropbox to complete an Activity. Exceptional students may be able to continue working with me on the research question as research assistants after the course ends. There are a total of five (5) Activities. Each Activity is worth 3 points.

*Research Proposal (33% of grade)*: This is the primary product of this course. The Research Proposal is a paper where you convince others about the need and feasibility to conduct a research study that
will answer a specific research question. Outside of this course, you will likely encounter opportunities where you need to convince others about dedicating scarce resources to one of your ideas. The Research Proposal will train you to write in a manner that will persuade others in believing your idea is necessary to undertake. Further, the Research Proposal will train you in explaining how to make your idea a reality. You will write different components of the Research Proposal throughout the semester and upload them onto a designated Dropbox on our course’s D2L website. There are five components of the Research Proposal:

1. Selecting a Research Question – Brainstorming ideas for possible research questions. Worth 5 points.
2. Introduction – Why should anyone care about the research question you selected? Worth 5 points.
3. Literature Review – What have other researchers said about your research question and related ideas? Worth 10 points.
4. Research Design – Your detailed idea for carrying out a study to address your research question. Worth 10 points.
5. Expected Findings – What you expect to find should you carry out the study and what this would mean for your research question. Worth 3 points.

During the last week of the semester (before finals), you will combine components #2 through #5 into one document, revise it in light of feedback you will receive throughout the semester, and upload the final version onto a designated D2L Dropbox.

IMPORTANT: You will not pass this course if you do not submit a final version of the Research Proposal.

LATE ASSIGNMENTS

Reading Quizzes, Exams, Dropboxes, and Discussion Forums on our course’s D2L website will continue to be visible after a due date has passed. This allows students to submit late assignments, when late assignments are accepted, and receive some credit.

Most assignments can be submitted past their due dates. The exceptions are:

- Activity #1 and the first component of the Proposal (Selecting a Research Question). These assignments require your fellow classmates to rely on you completing your portion of an assignment on time, and so we want to encourage everyone to avoid submit assignments on time.
- The length of the Reading Quizzes and Exams. Reading quizzes must be completed within 10 minutes after you start them and Exams within two hours after you start them. You are able to start Reading Quizzes and Exams past their due date, but D2L will close them after the allotted time has passed.

Late assignments will be penalized as follows:

- The penalty depends on how many 24-hour periods (including weekends and holidays) have passed between the due date/time for an assignment and the time you complete the assignment. If you submit the assignment within the first 24 hours (including weekends and holidays) that
pass the assignment’s due date/time, you will lose 20% of the maximum score of that assignment from your grade. For each additional 24 hours after this, you will lose an additional 20%.

- For example, Exams are worth a maximum of 15 points. If you complete an Exam 12 hours after it was due, you will lose 3 points (20% of 15 points is 3 points). If you complete it 36 hours after it was due, you will lose 6 points (40% of 15 points is 6 points).
- This means that after five 24-hour periods pass a due date/time you are ineligible to make-up an assignment as you would no longer be eligible to receive any points.

GRADES

You final grade will be based on the number of total points you receive for completing course requirements.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
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</tr>
<tr>
<td>Reading Quizzes</td>
<td>20</td>
</tr>
<tr>
<td>Activities</td>
<td>15</td>
</tr>
<tr>
<td>Exams</td>
<td>30</td>
</tr>
<tr>
<td>Research Proposal</td>
<td>33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Grade</th>
<th>Total Points</th>
<th>Grade</th>
</tr>
</thead>
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<td>74-76</td>
<td>C</td>
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<tr>
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<td>A-</td>
<td>70-73</td>
<td>C-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
<td>67-69</td>
<td>D+</td>
</tr>
<tr>
<td>84-86</td>
<td>B</td>
<td>64-66</td>
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<tr>
<td>80-83</td>
<td>B-</td>
<td>60-63</td>
<td>D-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
<td>0-59</td>
<td>F</td>
</tr>
</tbody>
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Partial points will always be rounded up

HOW MUCH TIME SHOULD YOU EXPECT TO SPEND ON THIS COURSE?

The university has asked departments to break down for students how much time they will spend working on various aspects of their classes.

As the UW System assumes “that study leading to one semester credit represents an investment of time by the average student of not fewer than 48 hours” (UWS ACPS 4), a 3-credit course such as this one will require a minimum of 144 (3 x 48) hours of your time. You may find it necessary to spend additional time on a course; the numbers below only indicate that the course will not require any less of your time.

- **37.5** hours reviewing instructional materials prepared by your instructor and placed online. This is instead of physically coming to class and sitting through a lecture.
- **75** hours preparing for class, which may include reading, note taking, completing minor exercises and assignments, and discussing course topics with classmates and the instructor in structured settings.
- **31.5** hours preparing for and writing major papers and/or exams.
COURSE SCHEDULE

Assignments are always due 7PM CST (Milwaukee time). Due dates always occur on Mondays, Wednesdays, and Fridays.

<table>
<thead>
<tr>
<th>Dates (Monday-Sunday) and Number of Weeks</th>
<th>Module # and Name of PowerPoint Slides</th>
<th>Textbook Readings</th>
<th>Assignments Due (All times listed are CST)</th>
</tr>
</thead>
</table>
| January 22 to February 4 (Two weeks)     | 1: Introduction to Social Research    | Chapters 1, 2, and 3 | 1) Syllabus Quiz due Wed Jan 24 at 7PM  
2) Activity #1 Part 1 due Wed Jan 24 at 7PM, and Part 2 due Fri Jan 26 at 7PM |
| February 5 to February 11 (One week)     | 2: Sampling and Measurement           | Chapters 4 and 5   | 1) Reading Quiz on Module 1 due Mon Feb 5 at 7PM  
2) Proposal - Selecting a Research Question Part 1 due Wed Feb 7 at 7PM, and Part 2 due Fri Feb 9 at 7PM |
| February 12 to February 18 (One week)    | 3: Analyzing the Literature           | Appendix B         | 1) Reading Quiz on Module 2 due Mon Feb 12 at 7PM  
2) Activity #2 based on Module 2 due Mon Feb 12 at 7PM |
| February 19 to February 25 (One week)    | 4: Research Design Overview           | Chapter 6          | 1) Reading Quiz on Module 3 due Mon Feb 19 at 7PM  
2) Proposal - Introduction due Mon Feb 19 at 7PM  
3) Activity #3 based on Module 3 due Mon Feb 19 at 7PM |
| February 26 to March 4 (One week)        | Use time to complete Proposal - Literature Review |                     | 1) Reading Quiz on Module 4 due Mon Feb 26 at 7PM |
| March 5 to March 11 (One week)           | 5: Experiments in Sociology           | Chapter 7          | 1) Proposal - Literature Review due Mon March 5 at 7PM  
2) Exam 1 on Modules 1 through 5 available starting Fri March 9 at 12PM (Noon) |
<table>
<thead>
<tr>
<th>Dates (Monday-Sunday) and Number of Weeks</th>
<th>Module # and Name of PowerPoint Slides</th>
<th>Textbook Readings</th>
<th>Assignments Due (All times listed are CST)</th>
</tr>
</thead>
</table>
| March 12 to March 18 (One week)          | 6: Survey Research                     | Chapter 8        | 1) Reading Quiz on Module 5 due Mon March 12 at 7PM  
2) Exam 1 on Modules 1 through 5 closes on Fri March 16 at 7PM |
| SPRING BREAK                             |                                        |                  | |
| March 26 to April 1 (One week)           | 7: Qualitative Research                | Chapter 10       | 1) Reading Quiz on Module 6 due Mon March 26 at 7PM  
2) Activity #4 based on Module 6 due Mon March 26 at 7PM |
| April 2 to April 8 (One week)            | Use time to complete Proposal - Research Design |                  | 1) Reading Quiz on Module 7 due Mon April 2 at 7PM |
| April 9 to April 22 (Two weeks)          | 8: Advanced Research Designs           | Chapters 12 and 14 | 1) Proposal - Research Design due Mon April 9 at 7PM |
| April 23 to April 29 (One week)          | 9: Analyzing Qualitative Data          | Chapter 11       | 1) Reading Quiz on Module 8 due Mon April 23 at 7PM |
| April 30 to May 6 (One week)             | 10: Analyzing Quantitative Data        | Chapter 9        | 1) Reading Quiz on Module 9 due Mon April 30 at 7PM  
2) Proposal - Expected Findings due Mon April 30 at 7PM |
| May 7 to May 13 (One week)               | Use time to revise Proposal and study for Exam 2 |                  | 1) Reading Quiz on Module 10 due Mon May 7 at 7PM  
2) Activity #5 based on Module 10 due on Mon, May 7 at 7PM  
3) Final Proposal due Wednesday, May 9 at 7PM  
3) Exam 2 on Modules 6 through 10 available starting Wed May 9 at 12PM |
| May 14 to May 20 (One week)              | Use time to finish studying for Exam 2 and take it. |                  | 1) Exam 2 on Modules 6 through 10 closes on Friday, May 18 7PM |
UNIVERSITY AND SOCIOLOGY DEPARTMENT POLICIES

1. **Students with disabilities.** Notice to students with disabilities that special services and accommodations are provided. Information is available from the Accessibility Resource Center at [http://uwm.edu/arc/](http://uwm.edu/arc/)

2. **Religious observances.** Information concerning accommodations for absences due to religious observance is available at: [http://www4.uwm.edu/secu/docs/other/S1.5.htm](http://www4.uwm.edu/secu/docs/other/S1.5.htm)

3. **Students called to active military duty.** Accommodations for absences due to call-up of reserves to active military duty is available at [http://uwm.edu/active-duty-military/](http://uwm.edu/active-duty-military/)

4. **Incompletes.** A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. The policy outlining incomplete grades is available at: [https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf](https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf)

5. **Discriminatory conduct** (such as sexual harassment). Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience and well-being of students, faculty and staff. Policy regarding discriminatory conduct can be found at: [https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf](https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf)

6. **Academic misconduct.** Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University. The policy and procedures concerning academic misconduct is available at [http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/](http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/)

7. **Complaint procedures.** Students may direct complaints to the Sociology Department Chair or the Associate Dean for Social Sciences in the College of Letters & Sciences. If the complaint allegedly violates a specific university policy, it may be directed to the Sociology Department Chair, the Associate Dean for Social Sciences in the College of Letters & Sciences, or to the appropriate university office responsible for enforcing the policy. Policy may be found at: [https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf](https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf)

8. **Grade appeal procedures.** A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the College of Letters & Science or in the case of graduate students, the Graduate School. These procedures are available in writing from the sociology department chairperson or the Academic Dean of the College of Letters & Science. Procedures for undergraduate student grade appeal can be found at [http://uwm.edu/letters-science/advising/answers-forms/policies/appeal-procedure-for-grades](http://uwm.edu/letters-science/advising/answers-forms/policies/appeal-procedure-for-grades)

   Procedures for graduate student grade appeal can be found at [http://uwm.edu/graduateschool/academic-appeals-procedure/](http://uwm.edu/graduateschool/academic-appeals-procedure/)

9. **LGBT+ resources.** Resources to support inclusivity of students who identify as LGBT+ in the learning environment are available at [http://uwm.edu/lgbtrc/](http://uwm.edu/lgbtrc/)

10. **Final examination policy.** Policies regarding final examination requirement can be found at: [http://www4.uwm.edu/secu/docs/other/S22.htm](http://www4.uwm.edu/secu/docs/other/S22.htm)

11. **Publication royalties.** Royalties from the sale of faculty-authored publications to students in their classes are donated to the UWM Foundation–Sociology account to support activities and awards for UWM Sociology students.