

RESEARCH METHODS IN SOCIOLOGY
SOC 361
SPRING 2020

Instructor

Professor Celeste Campos-Castillo
Office: Bolton 736
Telephone: 229-1113
E-mail: camposca@uwm.edu
Office Hours: Wednesdays 9-11AM,
or by appointment

Teaching Assistant

Ms. Megan Betts
Office: Bolton 729
E-mail: mbetts@uwm.edu
Office Hours: Wednesdays 3-5PM,
or by appointment

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 your 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. Frequently over the semester, 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 publicly 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: <https://uwm.edu/software/office-365-student-advantage/>

For reading Adobe PDF files, Adobe Acrobat Reader is available for free:
<https://get.adobe.com/reader/>

CANVAS

Our course has Canvas website: <https://uwm.edu/canvas/home/>. 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 Canvas website, please email help@uwm.edu, call 229-4040, or see the service staff in Bolton 225 during their office hours.

COURSE FORMAT

Because we are no longer bound to the traditional 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 11 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). This will make it more likely that if technical issues or other emergencies arise just before the due time, I have enough time to respond.

Should you decide to work on the weekends, note that any questions you want answered by the instructor over email should be sent to the instructor (camposca@uwm.edu) by Sunday at 10AM CST.

REQUIRED READING

The ninth (9th) edition of the textbook below is required. Assignments will be based on this edition of the book, which has changed from earlier editions.

Schutt, Russell K. *Investigating the Social World*. SAGE Publications, Thousand Oaks, CA. ISBN-10: 9781506361192.

This textbook is available for purchase at the UWM Bookstore. A copy is available at the library as a course reserve for a two-hour loan period.

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

Galvan, Jose. L. and Melissa C. Galvan. 2017. *Writing Literature Reviews*. Glendale, CA: Pyrzak Publishing. ISBN-10: 0415315743.

COURSE REQUIREMENTS

Assignments in this course add up to 100 points

Syllabus Quiz (2% of grade): To encourage you to settle into the course, there will be a Syllabus Quiz on Canvas. 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 (18% of grade): For every Module, there will be a Reading Quiz on Canvas, for a total of 11 quizzes. Your lowest two scores on a Reading Quiz will be dropped. 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. 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. I'm basically copying text directly from the textbook and slides for these quizzes.

Exams (30% of grade): You will have two Exams on Canvas, one around the middle of the term and a second toward the end. 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 (18% 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. 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 six (6) Activities. Each Activity is worth 3 points.

Research Proposal (32% of grade): 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 persuade others that 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 submit them through our course's Canvas website. There are five components of the Research Proposal:

1. Selecting a Research Question (4pts) – Brainstorming ideas for possible research questions.
2. Introduction (3pts) – Why should anyone care about the research question you selected?

3. Literature Review (10pts) – What have other researchers said about your research question and related ideas?
4. Research Design (10pts) – Your detailed idea for carrying out a study to address your research question.
5. Expected Findings (5pts) – What you expect to find should you carry out the study and what this would mean for your research question.

Toward the end of the term, you will combine components #2 through #5 into one document, revise it in light of feedback you will receive throughout the semester, and submit the final version through our course's Canvas website. Depending on your revisions, you may be eligible to receive *up to half* of the points you were not awarded initially.

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

LATE ASSIGNMENTS

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 I want to encourage everyone to avoid submit assignments on time.

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.

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

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.

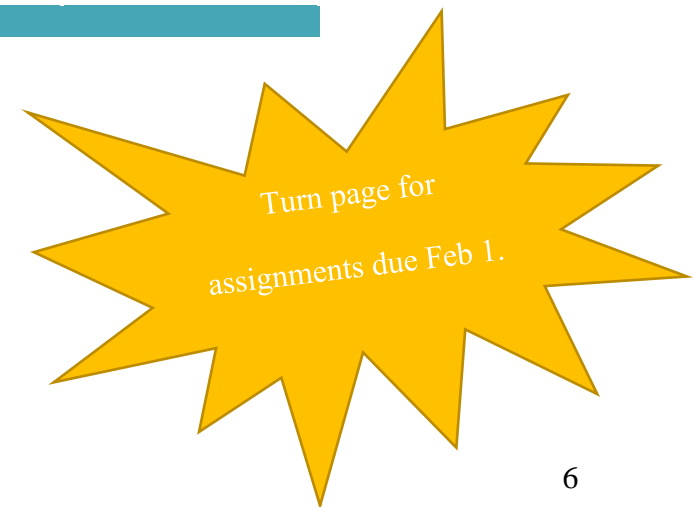
GRADES

Requirement	Points
Syllabus Quiz	2
Reading Quizzes	18
Activities	18
Exams	30
Research Proposal	32
Total	100

Total Points	Grade	Total Points	Grade
94-100	A	74-76	C
90-93	A-	70-73	C-
87-89	B+	67-69	D+
84-86	B	64-66	D
80-83	B-	60-63	D-
77-79	C+	0-59	F
Partial points will always be rounded up			

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
				1	2	3	
	5	6	7	8	9	10	
	12	13	14	15	16	17	
	19	20	21	22	23	24	
		MODULE 1: INTRODUCTION TO SOCIAL RESEARCH (READ CHAPTER 1)					
				*Syllabus Quiz due at 7PM		*Activity #1 Part 2 due 7PM	
				*Activity #1 Part 1 due 7PM		*Reading Quiz on Module 1 due 7PM	
	26	27	28	29	30	31	
MODULE 2: ETHICS AND ISSUES IN SOCIAL RESEARCH (READ CHAPTERS 2 AND 3)							

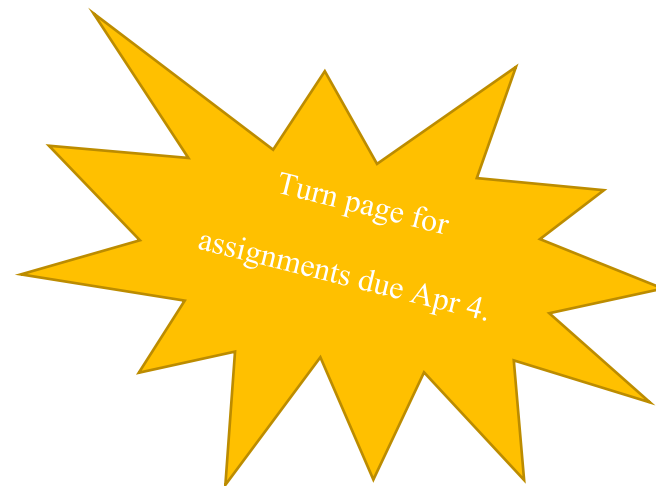


FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 MODULE 2 (CONT'D) *Reading Quiz on Module 2 due 7PM *Proposal - Selecting a Research Question Part A due 7PM
2	3	4	5	6	7	8
MODULE 3: SAMPLING AND MEASUREMENT (READ CHAPTERS 4 AND 5)						
			*Proposal - Selecting a Research Question Part B due 7PM			*Reading Quiz on Module 3 due 7PM *Activity #2 due 7PM
9	10	11	12	13	14	15
MODULE 4: ANALYZING THE LITERATURE (READ APPENDIX B)						
						*Reading Quiz on Module 4 due 7PM *Activity #3 due 7PM *Proposal - Introduction due 7PM
16	17	18	19	20	21	22
MODULE 5: RESEARCH DESIGN OVERVIEW (READ CHAPTER 6)						
						*Reading Quiz on Module 5 due 7PM
23	24	25	26	27	28	29
COMPLETE LITERATURE REVIEW						
						*Proposal - Literature Review due 7PM

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
MODULE 6: EXPERIMENTS IN SOCIOLOGY (READ CHAPTER 7)						
						*Reading Quiz on Module 6 due 7PM *Exam 1 on Modules 1 through 6 available at 12PM (Noon)
	8	9	10	11	12	13
MODULE 7: SURVEY RESEARCH (READ CHAPTER 8)						
						*Reading Quiz on Module 7 due 7PM *Activity #4 due 7PM *Exam 1 on Modules 1 through 6 due 7PM
	15	16	17	18	19	20
SPRING BREAK						
	22	23	24	25	26	27
MODULE 8: QUALITATIVE RESEARCH (READ CHAPTER 10)						
						*Reading Quiz on Module 8 due 7PM
	29	30	31			
COMPLETE RESEARCH DESIGN						



APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
				1	2	3	
			COMPLETE RESEARCH DESIGN (CONT'D)				
						*Proposal - Research Design due 7PM	
	5	6	7	8	9	10	
	MODULE 9: ADVANCED RESEARCH DESIGNS (READ CHAPTERS 13 AND 14)						
						*Activity #5 Part 1 due 7PM	
	12	13	14	15	16	17	
	MODULE 9 (CONT'D)						
			*Activity #5 Part 2 due 7PM			*Reading Quiz on Module 9 due 7PM	
	19	20	21	22	23	24	
	MODULE 10: ANALYZING QUALITATIVE DATA (READ CHAPTER 11)						
						*Reading Quiz on Module 10 due 7PM	
	26	27	28	29	30		
	MODULE 11: ANALYZING QUANTITATIVE DATA (READ CHAPTER 9)						



MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
						2
						MODULE 11 (CONT'D) *Reading Quiz on Module 11 due 7PM *Activity #6 due 7PM *Proposal - Expected Findings due 7PM
	3	4	5	6	7	8
						9
						REVISE FINAL PROPOSAL *Exam 2 on Modules 7 through 11 available starting 12PM (Noon)
	10	11	12	13	14	15
						16
						FINALS WEEK *Final Proposal due 7PM *Exam 2 on Modules 7 through 11 due 7PM
	17	18	19	20	21	22
						23
	24	25	26	27	28	29
						30

Students with Disabilities. In the pursuit of equal access and in compliance with state and federal laws, the University is required to provide accommodations to students with documented disabilities. To learn more, please visit: <http://uwm.edu/arc/>

Religious Observances. Policies regarding accommodations for absences due to religious observance are found at the following: <http://www4.uwm.edu/secu/docs/other/S1.5.htm>

Students called to active Military Duty. Accommodations for absences due to call-up of reserves to active military duty are found at the following: <https://uwm.edu/active-duty-military/>

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.

https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf

Discriminatory Conduct. 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. Policies regarding discriminatory conduct can be found at: https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf

Title IX/Sexual Violence. Title IX is a federal law that prohibits sex discrimination in education program or activities, and UWM policy prohibits such conduct (see Discriminatory Conduct, above). This includes sexual violence, which may include sexual harassment, sexual assault, relationship violence, and/or stalking in all educational programs and education-related areas. UWM strongly encourages its students to report any instance of sex discrimination to UWM's Title IX Coordinator (titleix@uwm.edu). Whether or not a student wishes to report an incident of sexual violence, the Title IX Coordinator can connect students to resources at UWM and/or in the community including, but not limited to, victim advocacy, medical and counseling services, and/or law enforcement. For more information, please visit: <https://uwm.edu/sexual-assault/>

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. <http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/>

Complaint procedures. Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.

https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf

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 department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.

https://www4.uwm.edu/secu/docs/other/S_28_Grade_Appe_by_Students.pdf

LGBT+ resources. Faculty and staff can find resources to support inclusivity of students who identify as LGBT+ in the learning environment. <http://uwm.edu/lgbtrc/>

Smoke and Tobacco-Free campus. UWM prohibits smoking and the use of tobacco on all campus property. https://www4.uwm.edu/secu/docs/other/S_49_Smoke_Toba_Free_Policy.pdf

Final Examinations. Information about the final exam requirement, the final exam date requirement, and make-up examinations. https://www4.uwm.edu/secu/docs/other/S_22_Final_Examinations.pdf

Book Royalties. In accord with department policy, the royalties from the sale of UWM sociology faculty-authored books to students in their classes are donated to a UWM Foundation/Sociology Account to support future awards and activities of UWM sociology students.