Course Description: The goal of this course is to provide the student with a sophisticated understanding of both evaluating and conducting quantitative social science research. The course emphasizes the road from theoretical concepts and relationships between entities to quantitative measuring of social science phenomena’s though variables measures on different scales. The course further shed light on when and how measurements on observed phenomena can be used to generalize to society at large. It is not obvious how a handful of observations can be useful for describing and understanding larger parts of society. Why and when can knowledge of the attitudes and behavior of 20,000 Canadians in the General Social Survey tell stories about the entire country? Careful thinking about how data is sampled and how variables are measured may sometimes, and sometime not, lead to ideas about all of Canada and Canadians. This course tells the students about the conditions when this is indeed the case. The skills acquired in this course together with the skill acquired in the prerequisites gives the student unique background to become a social science empirical analysist – a job type that is highly valued in both government and business.

Constraint: RESTRICTED TO YEAR 3 & 4 STUDENTS IN THE DEPARTMENT OF SOCIOLOGY MODULES ON MAIN CAMPUS.

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

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

Learning Outcomes:

- Identify the pathway from theory via operationalization unto empirical quantitative analysis
- Understand how different types of variables are measured on different scales
- Measure theoretical concepts empirically
- Understand how data can be informative about theoretical concepts
- Understand the relationship between theory, the research question and analytical design
- Understand the relationship between survey design and the research question
- Understand how to measure the relationship between variables
- Understand how to measure and think about the relationship between variables measured on different scales and why this is interesting

**Required Text(s):**

Singleton, Royce A. and Bruce C. Straits, sixth edition (2018). *Approaches to Social Research*. Oxford University Press. Required supplementary readings: Occasionally additional readings will 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.

Statistical Computing: The course requires no statistical computing. The statistical computing for the course can be done using SPSS (Statistical Package for the Social Sciences). SPSS and STATA is available on computers located in the Social Science computing lab. During some of the lectures there will be focus on how students may perform the analysis examined in the lectures with SPSS. There is no requirement from the students to be able to perform analysis in SPSS. However, students are encouraged to try to conduct the analysis examined during lectures in order to gain greater understanding of what is going on in the statistical analysis. This will also improve the labour market relevance of what is learnt in the course.

**Method of Evaluation:**

There will be one midterm test, student assignment and a final exam.
**Evaluation Breakdown:**
Midterm test  30%
Student assignment 30%
Final Examination 40%

**Midterm**
The midterm is a multiple choice (approximately 25-30 multiple choice questions) and open-ended questions (approximately 5-7 open ended questions). The midterm covers material taught until the reading week. The midterm can be completely answered through material covered in the lectures.

**Students assignment**
The assignment is a break down in five open ended questions that involves simple explanations of how variables are measured and …..

**Final examination**
The final examination is very much like the midterm with multiple choice (approximately 30 multiple choice questions) and open-ended questions (approximately 7 open ended questions). The final examination if cumulative and thus covers all material covered in the entire course. Like the midterm, the final examination can be answered entirely through material covered in the lectures.

**How to Contact Me:**
aholm@uwo.ca 519 6612111 ext 21111

**How to get important information:**
All course material except textbooks will be made available through OWL or provided in class.

**Important Policies**

**Policies for Assignment Deadlines:**
Policies for Assignment Deadlines: Late assignments 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).

**Policies on Examinations**
Calculators and Crip sheets are allowed both during the midterm and the final exam.

**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.

**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.

Students must see the Academic Counsellor and submit all required documentation in order to be approved for certain accommodation: http://counselling.ssc.uwo.ca/procedures/medical_accommodation.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

**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

**Mental Health**
Students who are in emotional/mental distress should refer to Mental Health@Western (http://uwo.ca/health/mental_wellbeing/index.html) for a complete list of options how to obtain help.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic / Assignment</th>
<th>Assigned Reading</th>
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<tbody>
<tr>
<td>1</td>
<td>10\textsuperscript{th} sept / 11\textsuperscript{th} sept</td>
<td>Introduction – The Nature of Science and research ethics</td>
<td>Singleton and Straits, chapter 1-3.</td>
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<tr>
<td>2</td>
<td>17\textsuperscript{th} sept / 18\textsuperscript{th} sept</td>
<td>Elements of research Design</td>
<td>Singleton and Straits, chapter 4.</td>
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<td>3</td>
<td>24\textsuperscript{th} sept / 25\textsuperscript{th} sept</td>
<td>Measurement</td>
<td>Singleton and Straits, chapter 5</td>
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<td>4</td>
<td>1\textsuperscript{st} oct / 2\textsuperscript{nd} oct</td>
<td>Sampling Assignment handed out</td>
<td>Singleton and Straits, chapter 6 + 9</td>
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<td>5</td>
<td>8\textsuperscript{th} oct / 9\textsuperscript{th} oct</td>
<td>Design I Experimentation</td>
<td>Singleton and Straits, chapter 7</td>
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<td>6</td>
<td>15\textsuperscript{th} oct / 16\textsuperscript{th} oct</td>
<td>Design II Experimental designs</td>
<td>Singleton and Straits, chapter 8</td>
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<td>7</td>
<td>22\textsuperscript{nd} oct / 23\textsuperscript{rd} oct</td>
<td>Mid term test</td>
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<td>8</td>
<td>29\textsuperscript{th} oct / 30\textsuperscript{th} oct</td>
<td>Field research – Survey instrumentation and Field research Assignment due</td>
<td>Singleton and Straits, chapter 10-11</td>
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<td>9</td>
<td>5\textsuperscript{th} nov / 6\textsuperscript{th} noc</td>
<td>Fall reading week</td>
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<tr>
<td>10</td>
<td>12\textsuperscript{th} nov / 13\textsuperscript{th} nov</td>
<td>Research using secondary data and multiple methods</td>
<td>Singleton and Straits, chapter 12-13</td>
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<tr>
<td>11</td>
<td>19\textsuperscript{th} nov / 20\textsuperscript{th} nov</td>
<td>Evaluation and Processing data</td>
<td>Singleton and Straits, chapter 14</td>
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<tr>
<td>12</td>
<td>26\textsuperscript{th} nov / 27\textsuperscript{th} nov</td>
<td>Data processing and multivariate analysis</td>
<td>Singleton and Straits, chapter 15-16</td>
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