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.

Prerequisite(s):
Enrolment in Honors Specialization or Honors Double Major in the Department of Sociology with a minimum grade of 60% in both Sociology 2205A/B and 2206A/B. Extra Information: 3 hours, 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 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

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. Discussion Post: 15% (5 times @ 3%)
2. The “best” survey challenge: 25%
3. Develop a Research Project: 60%
   a. Formulating a Research Question (20%)
   b. Research Proposal (40%)
Evaluation Breakdown

1. **Discussion Post: 15% (=5*3%)**
   To solidify the comprehension of the course materials, students will be asked to make a post a reflection in your thoughts. There will be 5 questions in total. A question for discussion will be announced at the end of a lecture and students will can submit a post on OWL until 11:59PM on the night before the next week’s lecture.

2. **The “best” survey challenge: 25%**
   As a practice to apply your knowledge to produce a good quality survey, you will be asked to offer corrections to a set of survey instrument. Your task is to identify flaws in the survey instrument. The survey will be posted on the OWL on Thursday, October 29, 2020 on the OWL, and your response should be submitted electronically on OWL by Tuesday, November 10 11:59PM.

3. **Develop a research project: 60%**
   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 17 at 11:59PM*

   - b) **Final research proposal** – maximum 12 pages (40%)  
     *Due on Tuesday, December 8 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.

How to Contact Me

Email: tabada@uwo.ca
Phone: 519 661 2111 ext83690

How to get important course information:

Teaching assistant: TBA

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