SOCIOLOGY 3306A – 002
Investigating the Social World:
Quantitative Research Method
Fall 2020
Wednesdays 9:30am-12:30pm
Online (Synchronous)

Instructor: Yoko Yoshida, PhD

Office Hours (on Zoom): Thursdays (11am -1pm)
(Please request an appointment by email and a zoom invitation will be sent)
Email: yoko.yoshida@uwo.ca

3 hours, 0.5 course

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 and working through data collection and analysis, this course introduces the quantitative research process and exposes students to concepts as well as analytic tools and procedures, which are fundamental to conducting quantitative research in social science. Throughout the course, an emphasis will be placed on the relationship between theory and methods, the meaning behind the numbers, and telling stories based-on the evidence.

This course will be run synchronously on Zoom. The first part of the class time will be used for students to go through the lecture slides and recorded materials and the latter part of the class is allocated for an online forum, in which students are required to participate. The specific schedule and topics covered in the course can be found in the “Course Schedule and Readings” section.

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

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.

Note: This course is mandatory for third-year Sociology students in an Honours specialization.

Antirequisite(s): None
Technical Requirement:
Stable internet connection, laptop or computer, working microphone, and working webcam

Learning Outcomes
At the end of the course, students will be able to:

- understand the process of quantitative research in social science;
- develop a set of quantitative research questions, which are theoretically informed and grounded in existing research;
- appreciate the relationship among theory, concepts, measures, and analytical design;
- assess and evaluate best practices in research methods of data collection;
- construct uni-variate, bi-variate, and multi-variate analytical designs to answer to research questions; and
- interpret the results of multivariate quantitative data analyses.

Required Texts:

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. Lectures will help you identify key concepts and processes, which are necessary for you to apply in a real world research context.

Required supplemental readings:
Supplemental readings will be assigned to introduce how sociologists apply research processes in actual publications. 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. These readings will also offer examples for you to develop your ideas through sociological research.

Sample Dataset of Instruction
The *General Social Survey, Cycle 27: Social Identity* (Statistics Canada, 2013) will be used to illustrate examples and insights taught in the course. 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 proposal: 60%
   a. Formulating a Research Question (20%)
   b. Research Proposal (40%)
Evaluation Breakdown (Dates and Formats are tentative, and will be finalized in the full draft of the outline)

1. **Discussion Post:** 15% (=5*3%)

   To solidify the comprehension of the course materials, students will be asked to post a reflection on 5 questions asked in class over the course of the term. *A question for discussion will be announced at the end of a given lecture* and students can submit a post on OWL until 11:59PM on the night before the next week’s lecture.

2. **The “best” survey challenge:** 25%

   You will be asked to offer corrections to a set of survey instruments as the evaluator of their quality. 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 using the Canadian General Social Survey, Cycle 27, Social Identity.

   This assignment will consists 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 Wednesday, December 9 at 11:59PM*

   The final research proposal builds on the ‘formulating a research question’ assignment. You are encouraged to modify the initial draft of that assignment based on the feedback that you received and build on it for the final research proposal.

**Contact Information:**

Instructor: Email: yoko.yoshida@uwo.ca

Phone: 519 661 2111 ext 85045

Teaching assistant: TBA

**How to get important course information:**

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