



The University of Western Ontario
SOCIOLOGY 3306-B 001
Investigating the Social World:
Quantitative Research Methods
Winter 2026
In-person

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Course Description:

Mandatory for third-year Sociology students in an Honours Specialization. In this course students will learn to evaluate quantitative sociological research and gain hands-on experience carrying out and writing up a research project that investigates current social issues. Topics include: posing a research question, developing concepts and measures, and analyzing quantitative survey data.

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

Unless you have either the prerequisites or written special permission from your Dean to enroll in the course, you may be removed from this course and it will be deleted from your record. The decision may not be 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.

Anti-requisite(s): none

Course Objectives and Learning Outcomes:

The goal of this course is to provide the students with a sophisticated understanding of both evaluating and conducting quantitative research in sociology. Starting from the formulation of research questions and working through data collection and analysis, this course introduces the quantitative research process and fundamental methodological concepts, analytic tools and procedures. Throughout the course, an emphasis will be placed on the relationship between theory and methods, the meaning behind the numbers, and drawing a conclusion based-

on the evidence. Students will learn how to apply them in a real research setting by developing their own research project.

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;
- apply uni-variate, bi-variate, and multi-variate analysis to produce empirical evidence; and
- interpret the results of multivariate quantitative data analyses.

Course Material:

Textbook:

- Singleton, R. and B. Straits. 2018. Approaches to Social Research, 6th Ed. Oxford University Press (e-book version).
Please consult the Western Bookstore for the prices and purchase options.

Required supplemental readings:

In addition to the textbook, two chapters (Ch. 12 and 13) from the following book is assigned for the later part of this class. The chapters that are assigned as a part of the required readings are scanned and available on the OWL.

- Remler, D. K. and G. G. Van Ryzin. 2021. Research methods in Practice, 3rd Ed. Sage Publications, Inc.

Supplemental readings:

A set of supplemental readings are offered in order to help you better understand the materials. They will be posted on the course website (OWL).

Sample Dataset of Instruction:

The [General Social Survey, Cycle 27: Social Identity](#) (Statistics Canada, 2013) will be used to illustrate examples and concepts taught in the course. Students are encouraged to develop a course project, which uses this dataset. However, a few additional datasets may be introduced in order to reflect a wider range of sociological research areas.

Statistical Computing:

The statistical computing for the course will be done using STATA. STATA is available on computers located in the Social Science computing lab (Room 1032). If you would like to work on STATA for a course project from home, it is also available via MyVLab (<https://myvlab.uwo.ca/>), free of charge for the students registered in this course. You can find access information at: https://myvlab.uwo.ca/using_mfa_on_myvlab.html.

Communication:

Students are responsible for checking the course [OWL Brightspace](#) on a regular basis for news and updates. This is the primary method by which information will be disseminated to all students enrolled in the course.

Contacts:

Instructor: Email: yoko.yoshida@uwo.ca.

Teaching assistant: Isaac Mpinda

Email: impinda@uwo.ca

Course Schedule and Readings:

The reading list and weekly schedule is available on the course Brightspace site.

Method of Evaluation:

The evaluation methods described in the course outline are essential requirements for the course. There are three main components for this course.

1. ***Exams (60%)***

- ***Mid-term exam*** (20%): Scheduled on **February 26th**, held in person during class time.
- ***Final exam (40%)***: TBA. Scheduled by the Office of the Registrar during the final exam period. Please do not make travel plans during the exam period.

Both exams are closed-book and will assess knowledge of fundamental concepts in quantitative research design, measurement, and statistical interpretation. No electronic devices are permitted. Exams will consist of multiple-choice and short-answer questions and will cover material from the textbook, assigned readings, and lectures. You are responsible for all assigned materials, including content not discussed in class.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Instructors are permitted to designate one assessment per course per term as requiring supporting documentation to receive academic consideration. For this course the Mid-term Exam has been designated as requiring supporting documentation.

2. **Course Project - Quantitative Research Project** (40%): To demonstrate your knowledge of quantitative research methods, Students will complete a two-part research project using the Canadian General Social Survey (GSS). It is encouraged to select a research topic which can be addressed by the GSS, Cycle 27, Social Identity. (It is possible for you to explore themes outside of the scope of this specific dataset. If a research project requires alternative dataset, student must seek a permission by the instructor.)

- **Research Proposal Worksheet** (15%)

Due on Friday, February 6, 2026

This worksheet guides students through formulating a research question, identifying relevant literature, defining variables, and outlining hypotheses.

- **In Lab-Assignment: Data Analysis Portfolio** (25%)

Due on April 2, 2026

In this assignment, students apply the analytical techniques learned in previous labs to investigate some of the hypotheses outlined in their proposal worksheet. The questions and tasks follow the analytical process covered in earlier labs, including:

- Variable selection
- Sub-sample specification
- Descriptive statistics
- Elaboration (X–Y analysis with one control variable)

All work must be completed individually under time constraints. The portfolio is a standalone applied assignment, designed to consolidate skills and directly apply them to the research questions developed in the proposal worksheet.

Use of Generative Artificial Intelligence:

Within this course, students are permitted to use AI tools exclusively for information gathering and preliminary research purposes. These tools are intended to enhance the learning experience by providing access to diverse information sources. However, it is essential that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments and perspectives. The use of AI tools can serve as a starting point for exploring a topic, with students expected to uphold academic integrity by appropriately attributing all sources of information and avoiding plagiarism. Essays, written assignments and/or lab reports should reflect the student's own thoughts and independent written work. Students should also generate their own figures (e.g., graphs, diagrams) rather than using AI generated ones. By adhering to these guidelines, students contribute to a responsible and effective learning environment that promotes critical thinking, independent inquiry and all them to produce original written contributions. The same principles also apply to the use of translation software to support the writing the essays and other written assessments.

Academic 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 website: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

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.

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 (<https://www.turnitin.com/>).

Students are expected to retain all research notes, rough drafts, essay outlines, and other materials used in preparing assignments. In the unlikely event of concerns being raised about the authenticity of any assignment, your instructor may ask you to produce these materials; an inability to do so may weigh heavily against you.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Copyright: Students may not record or distribute any class activity, including conversations during office hours, without written permission from the instructor, except as necessary as part of approved accommodations for students with disabilities. Any approved recordings may only be used for the student's own private use.

Absence from Course Commitments: Students must familiarize themselves with the [Policy on Academic Consideration](#) – Undergraduate Students in First Entry Programs https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Students missing course work for medical, compassionate or extenuating circumstances can request academic consideration by completing a request using the Student Absence Portal (SAP) https://registrar.uwo.ca/academics/academic_considerations/index.html . Students are permitted one academic consideration request per course per term without supporting documentation. Note that supporting documentation is always required for academic consideration requests for examinations scheduled by the office of the registrar (e.g. December and April exams) and for practical laboratory and performance tests typically scheduled during the last week of the term. Students should also note that the instructor may designate one assessment per course per term that requires supporting documentation. This designated assessment is described in the course outline. Supporting documentation for academic considerations for absences due to illness must include the completed Western Student Medical Certificate (SMC) <https://registrar.uwo.ca/academics/pdfs/student-medical-certificate.pdf> or, where that is not possible, equivalent documentation by a health care practitioner. Students must request academic consideration as soon as possible and no later than 48 hours after the missed assessment.

Once the request and supporting documentation have been received and reviewed, appropriate academic consideration, if granted, shall be determined by the instructor in consultation with the academic advisor, in a manner consistent with the course outline. Students with an approved absence from an in-class test or exam will be required to write a makeup exam, unless otherwise specified in the course outline. The course instructor or teaching assistant(s) may not be available to respond to questions during the makeup text/exam. Students should be aware that the make-up test/exam will not necessarily be in the same format, be of the same duration, or cover the same material as the original test/exam.

Note: missed work can *only* be excused through one of the mechanisms above. Being asked not to attend an in-person course requirement due to potential COVID-19 symptoms is **not** sufficient on its own. Students should check the Western website to see what directives for Covid are to be followed. Western has been and will continue to follow directives established by the Middlesex-London Health Unit. That directive will state whether students should or should not come to campus/class and any other requirements (e.g., masks are mandatory). Please check on your own and do not email the instructor, the Department Undergraduate Advisor/Coordinator or the Faculty Academic Counselling Office.

Students who fail to write a make-up test or special examination will receive a grade of zero on that assessment. No other make-up opportunities will be provided unless further academic consideration is granted by the student's Home Faculty Academic Counselling office.

Religious Accommodation: Students should review the policy for Accommodation for Religious Holidays https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_religious.pdf. Where a student will be unable to write examinations and term tests due to a conflicting religious holiday, they should inform their instructors as soon as possible but not later than two weeks prior to writing the examination/term test. In the case of conflict with a midterm test, students should inform their instructor as soon as possible but not later than one week prior to the midterm.

Contingency plan for an in-person class pivoting to 100% online learning: In the event of a COVID-19 resurgence or University approved emergency during the course that necessitates the course delivery moving away from face-to-face interaction, affected course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL Brightspace for students to view at their convenience). The grading scheme will **not** change. Any remaining assessments will also be conducted online as determined by the course instructor.

Code of Student Conduct: It is the responsibility of every student to read the Code and familiarize him or herself with its contents. The Code is available at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/code_of_conduct.pdf. Sanctions for non-compliance range from a warning or reprimand to expulsion from the University.

Student Responsibility: Students in a degree program must select courses in accordance with the published requirements. Students are responsible for ensuring that their selection of courses is appropriate and accurately recorded, that all course prerequisites have been successfully completed, and

that they are aware of any antirequisite course(s) they may have taken. Students must familiarize themselves with the Student Responsibility for Course Selection policy https://www.uwo.ca/univsec/pdf/academic_policies/general/academic_counselling.pdf and the Registration and Progression policy https://uwo.ca/univsec/pdf/academic_policies/registration_progression_grad/registration_progression.pdf. Students are responsible for the successful completion of the Graduation Requirements for their degree program https://uwo.ca/univsec/pdf/academic_policies/registration_progression_grad/graduation.pdf.

Support Services:

Office of the Registrar Services <http://www.registrar.uwo.ca>

[Faculty Academic Advising](#) - Please visit your Home Faculty Academic advising webpage for information regarding adding/dropping courses, important dates, academic considerations for absences, appeals, exam conflicts, and many other academic related matters https://registrar.uwo.ca/faculty_academic_counselling.html.

[USC services](#) offers information about student the health/dental plan, Bus Pass, food support services, Peer support Centre etc <http://westernusc.ca/services/>.

[Mental health](#) – Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

[Health & Wellness Services](#) – Registered part-time and full-time students can book a physical health appointment at <https://www.uwo.ca/health/shs/index.html>. Additional on-campus services are also available <https://www.uwo.ca/health/shs/services/index.html>.

[Accessible Education](#) provides supports and services to students with disabilities at Western, in all programs and faculties. Students with disabilities or accessibility challenges should work with Accessible Education (formerly SSD) http://academicsupport.uwo.ca/accessible_education/index.html, which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing.

[Gender-Based and Sexual Violence](#) – Western is committed to reducing incidents of gender-based and sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experience GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website: http://uwo.ca/health/student_support/survivor_support/get-help.html

[Western Libraries](#) – Visit the many library locations on campus. Western Libraries provide access to material in physical and digital formats <https://www.lib.uwo.ca/catalogue/index.html>. Research support is available <https://www.lib.uwo.ca/research/index.html>.

[Writing support](#) – Online writing resources, writing support and writing modules are available <https://writing.uwo.ca/undergrads/>

Bookstore: Search for Textbook availability and cost <https://bookstore.uwo.ca/textbook-search>