University of Guelph

College of Social and Applied Human Sciences

Department of Sociology and Anthropology

SOAN 2120: Introductory Methods

Instructor: Victoria Fritz

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Office Hours: by appointment

Teaching Associates: TBD

Time and Location: TBD

Course Prerequisites: ANTH 1150, SOC 1100, or SOC 1500

**Learning Objectives**:

By the end of this course, students should be able to:

* Analyze and evaluate qualitative and quantitative research in sociology and

anthropology, and the social sciences generally.

* Apply appropriate research methodologies to address contemporary,

historical, social and global issues.

* Develop and practice intellectual curiosity, analytic, problem-solving,

decision-making and listening skills.

This course will also provide students with an overview of research

methodology and the process of conducting research in the social sciences.

Thus, by the end of the course students are expected to demonstrate an

understanding of social research, both qualitative and quantitative.

Students will learn a variety of topics relating to research methods

including qualitative interviews, field research (also known as participant

observation), ethical issues in social research, experimental designs, survey

research, qualitative and quantitative sampling, measures of central

tendency and dispersion, hypothesis testing, and inferential statistics.

Students in SOAN 2120 also gain practical experience conducting

social research. The research project provides an opportunity for students

to demonstrate the writing and research related skills they learned in the

course. For this project, students will create a journal article style report

consisting of an abstract, literature review, methods section, results

section, a conclusion, and bibliography. For the research project, students

will gain practical experience using computer software for both qualitative

(NVivo) and quantitative (SPSS) data analyses.

Please note: Due to the complex nature of the research project, this class

is not recommended for students in first year. Attending class is

extremely important, almost vital, in order to understand how to

complete the research project. We aim to assist everyone in SOAN 2120

as much as possible; however, as there are many students enrolled in this

course, we are unable to re-teach an entire lecture to students who miss

class. So please do your best to attend all classes.

**The evaluation for this course is as follows:**

Textbook Quizzes: 20% (There will be up three in-class text quizzes and you will be evaluated based on your best two (i.e., each quiz is worth 10 percent). The text quizzes will be multiple choice and administered during class time. They will be approximately 20 to 30 minutes in length, depending on the quiz content.

Revel Quizzes: 5% (The Revel quizzes relate to each chapter and will be open for evaluation at the start of the year). Each chapter quiz must be completed before the chapters are covered in the corresponding textbook quiz (dates TBD). These quizzes are evaluated based on whether students answer the questions correctly. In total, there are 10 revel quizzes to be completed throughout the term, and you grade will be based on the best eight.

In Class Participation (Learning Catalytics): 10%

Lecture Quizzes: 20% (There will be up to three in-class lecture quizzes and you will be evaluated on two (i.e., each quiz is worth 10 percent of your final grade)). The text quizzes will be multiple choice and administered during class time. The quizzes will be approximately 20 and 30 minutes in length, depending on the quiz content. The dates and times will be provided by the first class day on courselink.

NVivo Assignment: 10% Due mid-semester

Research Project: 35% due the final week of classes

Details regarding the NVivo and SPSS assignments will be provided in class

and on Courselink.

**Required Textbook:**

Revel for Basics of Social Research, Fourth Canadian Edition -- Access Code, 4/E Lawrence W Neuman, University of Wisconsin, Whitewater; Karen Robson ISBN-13: 9780135334614

**Optional Textbook (but strongly recommended for the SPSS and NVivo assignments):**

Einmann, Trisha, Dylan Reynolds, David Walters, and Laura Wright (2020). Data Analyses for Qualitative and Quantitative Research. Pearson Education.

**Course Software:**

The qualitative methods software that we will be explored in this class is

NVIVO. The statistical software package that we will be using is called SPSS

(statistical package for the social sciences). The course software is available

(Windows only) in the library and in the computing labs throughout the

University of Guelph. Mac and Windows versions of the software used in

this course are available to be downloaded through the university with a

valid university email account at:

https://guelph.onthehub.com/WebStore/Welcome.aspx Instructions on

how to download the software will also be provided on Courselink.

In-Class Participation: SOAN 2120 will make use of the Learning Catalytics

In-Classroom Response System to improve your learning experience and

evaluate your in-class participation. This software will be used to poll the

class for student understanding or opinions relating to course material. You

can use your laptop or access the mobile interface using a tablet or cell

phone. Participation is required and will account for 10% of your final grade

in SOAN 2120. Your grade will be based on the percentage of questions you

answer, and not on whether you answer those questions correctly.

Details regarding how to register and use Learning Catalytics will be

provided during the first lecture.