**University of Guelph  
College of Social and Applied Human Sciences Department of Sociology and Anthropology SOAN 2120: Introductory Methods**

**Instructor**: David S Green

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**Office Hours**: By Appointment

**Teaching Assistants**: Saren Keang ([skeang@uoguelph.ca](mailto:skeang@uoguelph.ca))

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**Time:** Tuesday/Thursday 11:30 to 12:50

**Location**: ROZH 101

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

**Calendar Description**

A general introduction to the process of social research emphasizing research design, techniques of data collection, analysis and interpretation of research results.

**Expanded Description**

This course will provide students with an overview of research methodology and the processes of conducting research in the social sciences. 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, factorial design, survey research, qualitative and quantitative sampling, measures of central tendency and dispersion, hypothesis testing, and inferential statistics.

Students will also gain practical experience conducting social research. This includes conducting a research project to provide an opportunity for students to further develop and demonstrate their writing and research related skills. For this project, students will create a short academic journal article report, consisting of an abstract, literature review, methods section, results section, a conclusion, and bibliography.

Students will be prepared with the relevant skills to utilize data processing and management software packages in research. Specifically, students will gain practical experience using computer software for both qualitative (NVivo) and quantitative (SPSS) data analyses in the completion of their research project.

**Learning Outcomes**

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

* Appraise qualitative and quantitative research in the social sciences with emphasis on sociology and anthropology
* 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
* Utilize quantitative and qualitative software packages in research study

**Special Consideration**

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, 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. Therefore, please do your best to attend all classes. If you plan to take this course and not attend class, you will need more than human intervention!

**Evaluation**

Research Project: Details regarding the NVivo and SPSS assignments and other assessment components will be provided in class and on CourseLink

In-Class Participation: SOAN 2120 will make use of the Active Learning Strategies to encourage students’ involvement and participation. Further information will be provided in-class and on CourseLink

Quizzes and Tests: Students will complete weekly quizzes to help them stay on track with course materials. Tests will be administered to help students consolidate their learning.

**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

**Recommended Textbook**

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

**Course Software**

The qualitative methods software that we will be explored in this course is NVIVO. The statistical software package that we will use is the statistical package for the social sciences (SPSS). 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.