

University of Guelph
College of Social and Applied Human Sciences
Department of Sociology and Anthropology
SOAN 2120*01: Introductory Methods

Instructor: Dr. Lauren Sneyd

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Time and Location: Monday, Wednesday and Friday 4:30 to 5:20 ROZH 103

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

This course will provide students with an overview of research methodology and processes associated with conducting research in the social sciences. We will explore debates within the field of social research methods. The course will enable students to understand the research process. The course will focus on research ethics and research design to choosing a topic, formulating research questions, selecting data collection methods (qualitative and quantitative), sampling, analyzing data and reporting findings clearly. The objective of the course is to prepare for more advanced courses in social science research methods.

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

Learning Objectives:

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

1. Analyze and evaluate qualitative and quantitative research in sociology and anthropology, and the social sciences generally.
2. Apply appropriate research methodologies to address contemporary, historical, social and global issues.
3. Develop and practice intellectual curiosity, analytic, problem-solving, decision-making and listening skills.

Required Textbooks:

Bell, Edward, Alan Bryman and Steven Kleinknecht. 2022. *Social Research Methods*. 6th Edition. Toronto: Oxford University Press.

Walsh, Andrew. 2012. *Made in Madagascar: Sapphires, Ecotourism and the Global Bazaar*. Toronto: University of Toronto Press.

Assessments:

Quiz 1 20%

Ethnography review 20%

Quiz 2 20 %

Fieldnote exercise 20%

Final 20%