Summer Session A, 2003
Survey Research Methods
Socy 3011

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Course Description

This course is designed to provide an introduction into the sociological research method of using surveys. Students will study basic methodological concepts, the link between research and theory, how to draw samples, questionnaire construction, and data analysis. We have a lot of material to cover and a mere five weeks to do it, so we will of necessity be learning primarily the basic ideas behind major survey methodological concepts.

Student Participation and Needs

In the interests of this being a productive and interesting learning experience for all of us, you must not only come to class, but you must be prepared. That means do the reading and be ready to talk about it. It is imperative that we treat each other with the utmost respect and tolerance so people feel comfortable speaking in class. Please inform me of any learning or classroom needs (vision, hearing, testing, or any other form of accessibility issue) you may have so that I have ample time to accommodate you.

Please keep in touch with me and let me know how things are going in regards to this course. Do not allow yourself to get lost and fall behind. A five-week course leaves you no room for error. If you are struggling, please do not hesitate to make an appointment with me right away. Waiting until the last minute leaves you far fewer options and increases the risk of a poor performance in the course, as well as inadequate use and integration of the knowledge available to you.

Finally, if you will be missing a class GET THE INFORMATION YOU MISSED FROM A CLASSMATE. Please trade email or phone numbers with a classmate so you have a ready source of information about the class.

DO NOT ASK ME WHAT YOU HAVE MISSED PRIOR TO SPEAKING WITH A CLASSMATE!!!!!!!!!!!!

If you will be missing more than one class then speak to me as soon as you are aware that you will be gone, BEFORE you leave if at all possible. If you can not speak to me before you leave then be sure to contact me via email as soon as you can.

Course Requirements and Grading Criteria

Your grade for this course is determined by three components. Attendance is worth 20% of the grade. Your group project comprises 30% of your grade, and the final 50% is based on exams.

- **Attendance** (20 points) is mandatory. I will take ten days of "pop" attendance in which I will take attendance unannounced, with each time you are present being worth two points.
- **Group projects** (30 points) are detailed in a separate section below. They are due the last two days of class (7/2 or 7/3) on the day your group presents their research plan.
- **Exams** (50 points) will be given twice, with each one worth 25 points. Exams are currently scheduled for 6/16 and 7/1, though this is subject to change as circumstances and instructor will determines. **There will be NO make-up exams offered**, so if you wish to pass the course you must be certain to attend the days the exams are scheduled.

Group Research Designs

Students will form themselves into groups of three and choose a topic that interests them. Groups will then write a research plan that details their approach to utilizing a survey to investigate this idea. Plans must demonstrate the students' abilities to link concepts and integrate cumulative knowledge. Specifically they must include:

- a literature review of at least six peer-reviewed journal articles
- a detailed discussion of the hypotheses to be tested
- the independent and dependent variables with nominal and conceptual definitions
- the population to be sampled
- the method of sample selection
- a survey
- the method of data analysis
- some hypothetical conclusions

Each component must include not only the steps your research team would take if they were to actually undertake the imagined study, but a discussion of the reasons the team chose that approach over the alternatives. We will use some class time to discuss your ideas and allow groups to apply course material to their specific projects.

Books

There are two books required for this course, both available at the bookstore located in the UMC and at the University Bookstore across Broadway on the Hill. The books are listed below, each with the abbreviation I will use for them in the course schedule.

- Peter M. Nardi's <u>Doing Survey Research: A Guide to Quantitative Methods,</u> will be listed as NARDI in the course schedule.
- Earl Babbie's <u>The Practice of Social Research</u>, will be listed as BABBIE in the course schedule.

Course Schedule
The course schedule is subject to change without notice.
Please note that the readings listed for the day of class are to read <u>prior</u> to attending class so that we may discuss them during our session.

Week One, June 2 - 6: Basic Research Concepts
Reading: Nardi chapters one and two; Babbie part one
6/2   Introductions
6/3   Nardi chapter 1
6/4   Nardi chapter 2
6/5   Babbie chapter 1 pgs. 24-38, chapter 2 pgs. 60-64
6/6   Babbie chapter 3

Week Two, June 9 - 13: Sampling
Reading: Nardi chapters three, four, and five; Babbie chapter 7
6/9   Nardi chapter 3
6/10   Nardi chapter 4
6/11   Nardi chapter 5
6/12   Babbie chapter 7 pgs. 175-197
6/13   Babbie chapter 7 pgs. 197-212

Week Three, June 16-20: Questionnaire Construction
Reading: Nardi chapters six and seven; Babbie chapter 9
6/16   **Exam One**
6/17   Nardi chapter 6
6/18   Nardi chapter 7
6/19   Babbie chapter 9 pgs. 237-258
6/20   Babbie chapter 9 pgs. 258-270

Week Four, June 23-27: Data Analysis
Reading: Nardi chapters eight, nine, and ten; Babbie part 4
6/23   Nardi chapter 8
6/24   Nardi chapter 9
6/25   Babbie chapter 15 pgs. 396 - 402
6/26   Babbie chapter 15 pgs. 403 - 414   **Lab day, meet in Ketchum 117**
6/27   Nardi chapter 10   **Lab day, meet in Ketchum 117**

Week Five, June 30 - July 3: Interpretations of Results and Presentation of Findings
Reading: Babbie part 5
6/30   Babbie chapter 18
7/1   **Exam Two**
7/2   Group presentations
7/3   Last Day of Class, finish final presentations