# SOCY 3301-002: Survey Methods, Spring 2012

11:00 a.m. Tuesdays and Thursdays Lecture Room: VAC 1B90 Lab Room: KTCH 117

Instructor: Rob Kemp Office: Ketchum Room 35 (basement)

Email: robert.kemp@colorado.edu Office Hours: Wednesdays 9:00-11:30a

Sociological research frequently relies on quantitative methods (e.g., statistical analyses) to investigate social phenomena. Researchers use large national surveys, public opinion polls, census data, or their own survey data to document, describe, and explain a wide range of sociologically motivated research questions. The purpose of this course is to build an understanding of survey methods and quantitative data analysis and to apply this understanding to real-world research questions. You will build a strong set of skills that may serve you well in your future workplace, including research design, critical thinking about data, survey construction and administration, data management, and applied statistical analysis.

The course is divided into four units, each of which follows logically from the next. In the first unit you will learn about social science research in general. In the second unit you will narrow the focus from research in general, to survey methods in particular. The third unit will be devoted to learning to handle and analyze the data that is collected from surveys. You will sharpen your statistical analysis reasoning and skills by combining lectures with hands-on data analysis. In the fourth unit you will develop your own research question, use data from the General Social Survey to analyze the question, and write an 8-10 page final paper.

As the course progresses, the class as a group will also conduct its own survey. We will construct our own research questions, design the survey, write questions, collect the data, process the data, and analyze the data as a group in class.

Please note that it is essential that you have taken a basic statistics course before enrolling in this class. We will teach you applied analysis for many types of statistical tests that are covered in a statistics course, and we will assume that you have studied each of these tests in the past (though we will briefly refresh your memory).

### **Course Materials:**

Readings: The primary textbook is <u>Making Sense of the Social World</u>, 3<sup>rd</sup> edition, by Daniel F. Chambliss and Russell K. Schutt, available at the bookstore. ISBN: 978-1-4129-6939-0. Additional readings will very occasionally be assigned and posted on the course website.

USB Flash drive: Each student will need their own USB flash drive to store their data and analysis files. Students are responsible for maintaining the integrity and safety of their own data, and should therefore bring their flash drive to each lab meeting.

Clickers: I also require that you register an iClicker (<a href="http://www.iclicker.com">http://www.iclicker.com</a>) number online for use in each non-lab class. Online registration of your clicker is done at <a href="http://myCUInfo.colorado.edu">http://myCUInfo.colorado.edu</a>. You may borrow an iClicker from someone else, but you will not be able to share an iClicker with another student

in this class. If you do not already own an iClicker and cannot borrow one from a friend who does not have a class at the same time, they are available for purchase at the CU Bookstore. ISBN: 0716779390.

Software: The statistical software program we will be using is called SPSS Statistics Standard GradPack 20 (also known as PASW). It is available in many computer labs across the campus (for a complete list of labs with SPSS, go to <a href="http://webdata.colorado.edu/labs/softwaresearch/">http://webdata.colorado.edu/labs/softwaresearch/</a>, enter SPSS in the "software name" box and search). You may also purchase a short-term license for SPSS and put it on your own computer. SPSS can be rented for 6 months for \$38.99 by logging into CUConnect, clicking on the "Campus Life" Tab, then clicking on the "Purchase through the CU Book Store" option under "Software Resources".

or see: http://www.oit.colorado.edu for other purchase options.

**Course Meeting Times**: This course will meet every Tuesday and Thursday in VAC 1B90 from 12:00-1:15. Beginning in March 13th week of the semester, we will meet in the **March 13th** computer lab on Tuesdays.

**Course Points:** Your final grade will be calculated as a percentage of **600 possible points**. Percentage grades will be converted to letter grades using the following criteria: A (93-100), A- (90-92), B+ (88-89), B (83-87), B- (80-82), C+ (78-79), C (73-77), C- (70-72), D+ (68-69), D (63-67), D- (60-62), and F (0-59).

The course points are distributed as follows:

600 pts (100%)	Total
20 points (3%)	In-class activities and adherence to classroom policies
30 points (5%)	SurveyMonkey project
100 points (17%)	Homework assignments (lab and otherwise)
150 points (25%)	Final paper proposal (50 points) and final paper (100 points)
300 points (50%)	Three exams (100 points each)

### **Course Requirements:**

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#### Examinations

You will take an exam after each of the first three units. (Your performance in the fourth unit will be assessed by your final paper, so there will be no final exam.) The first two exams will be multiple choice and short answer, while the third exam will be a statistical "practical" exam that will take place in the lab. The third exam will test your abilities to use SPSS and to manipulate and analyze data in a timely fashion.

# Final paper proposal

The final project for this course is a paper in which you apply the skills you have learned this quarter to a topic of your own choosing. Basically, you will use the General Social Survey (GSS), develop hypotheses that can be tested with your data, test the hypotheses, and interpret the results. To get you started on your project, you are required to submit a proposal that is 1-2 double-spaced pages in length. It will contain your general research ideas, a description of the data and variables you will use, your hypotheses, and a description and justification of the statistical methods you will use.

### Final paper

Your final paper should be approximately 8-10 typed, double-spaced pages of text. You will be provided with a very specific outline for the structure of your paper, but in general, it will contain your theory, a

description of the data and indicators, descriptive statistics, hypothesis tests, and conclusions. The paper will be due in hard copy on the day and time of the scheduled final exam, **TBA** at a later date. There will be no final exam.

### Homework assignments

You will have two types of homework assignments – five homework assignments that you do on your own in a lab using SPSS (5 points each), and six non-lab homework assignments (14 points each).

### SurveyMonkey project

For this project you will construct an 8-10 question survey using SurveyMonkey on-line software. You will be required to get a free SurveyMonkey account.

### Class survey

Throughout the semester class time will be devoted to developing our own survey. We will, in small groups and as a class, decide on research topics, write survey questions, administer the survey on-line, and then process and analyze the data using SPSS.

### Human subjects tutorial

Because you will be conducting sociological research, you will need to pass a short online tutorial on conducting research with human subjects that is required by the university. Students who have completed this tutorial in the past two years do not need to retake it and can simply submit a printout of their certificate of completion. Please see the Assignment Sheet in the Homework folder on Desire2Learn.

## Team activities, participation, and adherence to classroom policies

During the course of the semester you will be asked to do in-class activities individually and as pairs or part of a small group. At the end of the semester I will ask for input from your classmates regarding your participation in these activities. I will take note of your attendance in class and verbal participation in large-group and small-group discussions throughout the semester. Your responses to clicker questions in class will be graded as response/no response and will provide me with additional information about your attendance. Although I will not grade you strictly on your overall attendance, students who rarely attend and participate in group work will receive lower grades in this part of the class. I will also contribute to this portion of your grade by assessing whether you adequately adhere to the course policies that are designed to maintain an orderly and safe learning environment.

Please be aware that some course requirements or assigned readings may change during the semester. However, I do not expect the overall workload to increase if changes are made.

### Grading Philosophy:

Below is the standard for the level of assessment of written assignments and overall evaluation for course grades. These standards may be higher than those you may have encountered previously. The distribution of final grades will meet the standards for fair and rigorous evaluation.

Letter	Percentage	Description	
Grade	Grade		
A	90-100	Exceptional: Exceeds all required elements of the assignment, and the	
		quality of the work is considerably higher than what was required.	
		The quality of the work is considerably above the class average and	

		impressive to the evaluator.		
В	80-89	Good: Meets all required elements of the assignment, and the quality		
		of the work is better than what is required.		
С	70-79	Average: Meets all required elements of an assignment, not more, not		
		less. Quality of assignment is satisfactory for college level work.		
D	60-69	Below average: Does not meet all the required elements of the		
		assignment, and/or the quality of the assignment is considerably		
		lower than satisfactory.		
F	59 and below	Failing: Few of the requirements of the assignment are met and/or		
		the quality of the assignment is well below basic standards of writing,		
		comprehension, and/or ability to follow instructions.		

# Course Policies (Spring 2012):

#### In the classroom

- 1. Getting to class late, leaving early, sleeping, talking with other students during lecture, reading your email, using your cell phone for calls or text messaging, or otherwise being distracted and distracting, are not acceptable classroom activities. Please turn your cell phone off when class starts.
- 2. Class ends at 12:15. I will start promptly and respect your time by ending promptly. Make sure to respect our class time by not packing up your things until class is over.
- 3. Computers are allowed, however studies have consistently shown that students who use computers in the classroom receive much lower grades than those who take notes by hand. My lecture slides will be available on the class website shortly before each class in case you want to print them out and take notes on them.
- 4. Let me know immediately if you have a health problem or disability that necessitates leaving the room during class time, or if you have a conflict that regularly prevents you from getting to class on time. Otherwise, please be on time and only leave to use the restroom.
- 5. All lecture material will be presented during class hours. I will not repeat lectures during office hours. If you miss a class and would like notes beyond the slides posted on the class website, you should contact a classmate for their notes. You are responsible for all information communicated in class, whether or not you are in attendance.
- 6. Important announcements will be sent out over email to the addresses listed on my class roster. You are required to check this email account regularly over the course of the semester.

### <u>Assignments</u>

- 1. All assignments must be completed on time and handed in as instructed in the assignment, typically to a Dropbox on Desire2Learn.
- 2. Emailed assignments will absolutely not be accepted without prior permission from me.
- 3. Late assignments will be docked by one letter grade (10%) for each portion of a 24-hour period they are turned in late. For example, if an assignment is 4 hours late, it will be docked one letter grade. After 9 days, you cannot receive partial credit for turning in an assignment. You must make special arrangements with me to turn in any late assignments.

#### Attendance

1. I expect that you will attend regularly and participate in in-class activities.

- 2. Because much of the material starting in week 8 is statistical and lab-based, you must come to class to receive valuable information on how to complete the practical course assignments.
- 3. This course is very experiential if you miss class you will be hampered in completing the assignments, and it is very likely that your grade will suffer.

Office hours/getting help: My office hours are Wednesdays from 9:00-11:30 in Ketchum Room 35. Students who email me beforehand to set up an appointment during office hours will be given priority. I am happy to talk with you about academic issues that are unrelated to course material, such as deciding whether to major in sociology, graduate school, etc. I am happy to answer appropriate questions over email and will check class emails once a day on weekdays.

Web Page: The course web page is on Desire2Learn (the new campus system that is being phased in this semester), accessed at http://learn.colorado.edu. Log in at this page and if needed, add SOCY 3301 to your list of courses. The syllabus, any required readings, lecture materials, examples, grades, and other information will be posted on the website. The most recent course information will be available here, as information in this syllabus may be changed over the course of the semester. Email updates will be sent out when important material is posted on the website.

Students with Disabilities: If you qualify for accommodations because of a disability, please submit to me a letter from Disability Services in a timely manner so that your needs can be addressed. Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Center for Community N200, and <a href="http://www.colorado.edu/disabilityservices">http://www.colorado.edu/disabilityservices</a>. If you have a temporary medical condition or injury, see guidelines at:

http://www.colorado.edu/disabilityservices/go.cgi?select=temporary.html Disability Services' letters for students with disabilities indicate legally mandated reasonable accommodations. The syllabus statements and answers to Frequently Asked Questions can be found at http://www.colorado.edu/disabilityservices.

<u>Religious Observances</u>: Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. In this class, you should notify me at least two weeks ahead of time to request special accommodation if you have a conflict. See <a href="http://www.colorado.edu/policies/fac\_relig.html">http://www.colorado.edu/policies/fac\_relig.html</a>.

<u>Classroom Behavior:</u> Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran status, sexual orientation, gender, gender identity and gender expression, age, disability, and nationalities (a major part of this class). Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. See policies at:

http://www.colorado.edu/policies/classbehavior.html and at:

http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student\_code.

<u>Discrimination and Harassment:</u> The University of Colorado at Boulder Discrimination and Harassment Policy and Procedures, the University of Colorado Sexual Harassment Policy and Procedures, and the University of Colorado Conflict of Interest in Cases of Amorous Relationships policy apply to all students,

staff, and faculty. Any student, staff, or faculty member who believes s/he has been the subject of sexual harassment or discrimination or harassment based upon race, color, national origin, sex, age, disability, creed, religion, sexual orientation, or veteran status should contact the Office of Discrimination and Harassment (ODH) at 303-492-2127 or the Office of Student Conduct (OSC) at 303-492-5550. Information about the ODH, the above referenced policies, and the campus resources available to assist individuals regarding discrimination or harassment can be obtained at <a href="http://www.colorado.edu/odh">http://www.colorado.edu/odh</a>.

Honor Code: All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of this institution. Violations of this policy may include: cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council (honor@colorado.edu; 303-735-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including but not limited to university probation, suspension, or expulsion). In this class, Honor Code violations will result in a 0 for the assignment at a minimum and may also result in failing this course, probation, or expulsion. Other information on the Honor Code can be found at: <a href="http://www.colorado.edu/academics/honorcode/">http://www.colorado.edu/academics/honorcode/</a>. Some of the work in this class will be done together with other students, while other work will be required to be completed independently and will represent an Honor Code violation if done collaboratively. I will make it clear what kinds of collaboration are acceptable versus not, but ask me if you have any questions. Be aware that giving your clicker to another student to use for you in this class, or using another student's clicker for them in this class, are violations of the Honor Code.

### PRELIMINARY SCHEDULE:

Day#	Day of Week	Date	Topic	Reading	Assignment Due
UNIT 1					
	Week 1				
1	Т	17-Jan	Course introduction, syllabus review		
2	Th	19-Jan	Science, society, and social research	Chambliss & Schutt, Ch. 1	
	Week 2				
3	Т	24-Jan	Process and problems of social research	Chambliss & Schutt, Ch. 2	
4	Th	26-Jan	Ethics in social research	Chambliss & Schutt, Ch. 3	HW #1
	Week 3				
5	Т	31-Jan	Conceptualization and measurement	Chambliss & Schutt, Ch. 4	
6	Th	2-Feb	Sampling	Chambliss & Schutt, Ch. 5	
	Week 4				

7	Т	7-Feb	Sampling, pt. 2		HW #2
8	Th	9-Feb	Causation	Chambliss & Schutt, Ch. 6	HRC Tutorial
	Week 5				
9	Т	14-Feb	Causation, evaluation research Demonstrate HW #4 Sign up for HW #4 groups	Chambliss & Schutt, Ch.	HW #3
10	Th	16-Feb	Exam #1		
UNIT 2					
	Week 6				
11	Т	21-Feb	Survey research	Lewontin, Richard. "Sex, Lies, and Social Science." New York Review of Books. 1995. Chambliss & Schutt, Ch. 7	HW #4 (staggered deadlines)
12	Th	23-Feb	Survey research Class survey design work		HW #4
	Week 7		5 0		
13	Т	28-Feb	Survey research		HW #4
14	Th	1-Mar	Survey research Class survey revision work		HW #4
	Week 8				
15	Т	6-Mar	Survey research, analyzing open-ended questions  Class survey goes into the field		Survey Monkey Project
16	Th	8-Mar	Exam #2		
UNIT 3					
	Week 9				
17		13-Mar	Lab Session A, Statistics and Data Analysis (A)	Chambliss & Schutt, Ch. 8	
18		15-Mar	Statistics and Data Analysis (B) Class survey leaves the field		HW #5 (A)
	Week 10				
19		20-Mar	Lab Session B		
20		22-Mar	Literature review presentation, Statistics and Data Analysis (C)		HW #6 (B)
	Week 11		SPRING BREAK		
	Week 12				
21		3-Apr	Lab Session C		

22	W 1 40	5-Apr	Statistics and Data Analysis (D) Class survey: show descriptive results		HW #7 (C)
	Week 13				
23		10-Apr	Lab Session D		
24		12-Apr	Statistics and Data Analysis (E)		HW #8
	Week 14				
25		17-Apr	Lab Session E		
26		19-Apr	Statistics and Data Analysis, paper proposal explanation Class survey: proposal elements		HW #9 (D)
	Week 15				
27		24-Apr	Exam #3 – Lab Practical		
UNIT 4					
28		26-Apr	Demonstrate data analysis for paper, presenting and writing about data	Chambliss & Schutt, Ch. 12	
	Week 16				
29		1-May	Thinking critically about other people's data		Final paper proposal
30		3-May	Writing and presenting data, final paper questions and answers		HW #10 (E)
31		Finals Week	Final paper due <b>TBA</b> . No final exam!		Final paper