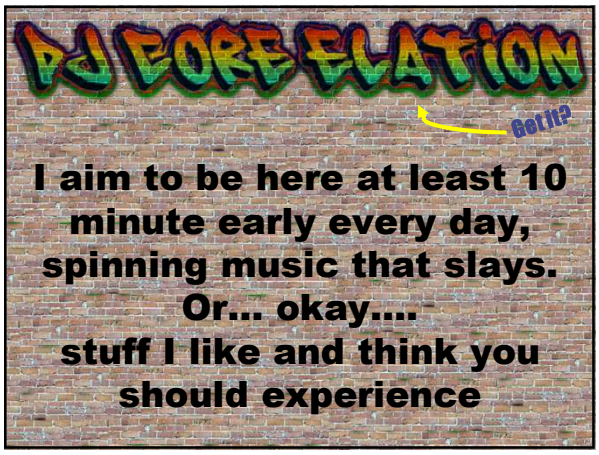


SOC497/L: SOCIOLOGY RESEARCH METHODS

aka "Science in Softpants (Ellis' Version)"

Welcome & Orientation

Ellis Godard

Which class would you rather take?

- It's on each of you to manifest a classroom among us
- Visual communication adds personality and credibility
- I need to see you, to know if you're happy, confused, or even here

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Outline

- Up Front
  - Zoom, Intros, & Topics
- Course Materials
- Canvas Resources
- Lab vs Lecture (Work & Grades)
- Schedule Overview & Drill-down
- Etc (inc Data about *you* to start!)

Welcome to Zoom

- **Use it!**
  - Cameras, please!
  - Reactions (raise hand, clap, laugh, emoji), please!
  - Chat function
- **Features**
  - Not recording
  - Attendance report
  - Polls
  - Live Transcriptions & Interpreter Channels
- **Layout**
  - Speaker vs Gallery (but phones)
  - Shared screen & Split
  - PPT as Background? ~~(will test next week)~~

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Yes, you're already working ☺

- Try to think of…
  - Best or worst sociological idea (text, prof, etc.)
  - Political, religious, or social issues or concerns
  - Families issues, hobbies, or career plans
  - Anything a parent, preacher, or politician has said
- *Each* of you needs
  - *your own* bivariate research hypothesis (asap!)
  - with *one* DV & *one* IV (not 8 variables!)
  - each of which you'll measure with *separate* questions
  - on a survey (*one* shared survey!) the class will write

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Don't *stop* working! ☺ ☺

- Challenging class & environment
  - 2 classes, 400-level, w/ many assignments
  - Multi-PI research project & omnibus survey
- Massive passion, support, & access
  - If you show up & do the work, you'll succeed
  - If you're not going to, go ahead and drop the class
  - It's costing you (or someone) money, and keeping someone else from being able to add the class

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Introductions

- Me – to say for now
  - What to call me
    - Ellis, ~~Godard~~, Professor Godard, ~~Dr. Godard~~, Mr. Godard
  - Before CSUN
  - @ CSUN
  - In this course
- You – to do online
  - Tonight – Photo & Quiz
  - This week – Intake form
  - See me in labs breakouts ☺

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Contact Options (34+, ~24/7)

- **Phone** – x4050 or 919-EGODARD
  - Call, TXT, SMS, MMS, etc.
  - No Facetime, sorry (but see "Video", below)
  - Voicemails come to me as TXT & Email, too
- **Email**
  - egodard@csun.edu or ellis@phish.net or ellis@mbird.org *et al*
  - Official form of communication @ CSUN
  - Need preferred address for updates, grade reports
- **Social Media (services, apps, games, etc.)**
  - **Video:** Zoom, Instagram Call, Facebook Messenger, or Skype
  - **Staples:** Facebook, Instagram, Twitter/X
  - **Alternatives:** Pronto, Canvas Inbox, Snapchat
  - **Dying?** GoogleTalk/Hangouts, Yahoo Messenger
  - **Archaic:** MySpace, AOL/AIM, MSN/MSM
  - **Informal:** Phish.net, Chess.com, CODMobile, myfriendshipbracelet.com
  - **Bored:** Stalk me on G+, LinkedIn, academia.org, DuoLingo*, *et al.*

*anyone speak Arabic?

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Course Materials

- Earl Babbie text – 15th (or newer)
  - Get the actual book, or a legit pdf/kindle/whatever
  - Pirated "free" versions will differ, to your peril
- Echo360 PointsSolutions – *three pieces!*
  1. Need Account Registration
  2. Need App, or device that can do rwpoll.com
  3. Need License/Subscription
     - **Do not** need LMS integration
  - Will demo next time (& 1Q in ~10 min)

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

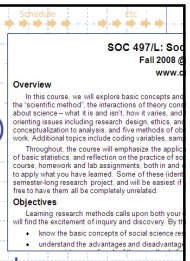
Course Materials, cont'd

- Internet Access
  - Zoom, Canvas, Email, & VSL
- Will use SPSS
  - 1 lecture *just* on that – 6+ options, but *wait*
  - Plenty of lab time & on-campus options
  - Can download from CSUN
  - Can **run in a browser via vsl.csun.edu**
    - aka myCSUNsoftware
  - Can install the open-source alternative PSPP

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Syllabus*

- Online via Canvas (no paper)
- Course-specific core is <½
  - Overview
  - Experiences & Objectives
  - Materials, Assignments, Schedule
- General Course Guidelines
  - Everything else…


SOC 497/L: Soc
Fall 2008 @
www.c

Overview

In this course, we will explore basic concepts and
the "scientific method", the interactions of theory con
about science – what it is and isn't, how it varies, and
orienting issues including research design, ethics, an
conceptualization to analysis, and five methods of ob
work. Additional topics include coding variables, sam

Throughout, the course will emphasize the applic
of basic statistics, and reflection on the practice of so
course, homework and lab assignments, both in and
to apply what you have learned. Some of these (ident
semester-long research project, and will be easiest if
free to have them all be completely unrelated.

Objectives

Learning research methods calls upon both your
will find the excitement of inquiry and discovery. By th

- know the basic concepts of social science re
- understand the advantages and disadvantag

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

General Course Guidelines

- All the generics
  - Things you'll do – prep, submissions, cheating, etc.
  - Things I'll do – admin policies, etc.
  - Miscellaneous issues – accommodations, resources
- Some stuff may be new to you:
  - Late penalty / early bonus
  - Cell rings (on campus)
  - Cheating – esp HWs & Solo Labs…

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Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Warnings in the Syllabus

DO HW SOLO!

Work Alone

Do not work together when you have been instructed to work alone. Plan ahead as much as possible, and ask frequent questions early, but DO NOT complete assignments (other than group labs) together! Undertake study partners or groups with caution, and terminate them at the appropriate stage of your work. Discuss the contents of any assignment, and plan how to carry it out, with any other member of the class, the instructor, or anyone else. However, once you have actually begun the work on the assignment, only ask the instructor for help, no matter how minor. You may always consult written course materials, your own notes, or SPSS program "help" features, which we will review.

Careful Being Helpful

Academic dishonesty, as defined by the CSUN Schedule of Classes and Catalog Supplement, includes cheating, fabrication, plagiarism as well as facilitating academic dishonesty. Facilitating academic dishonesty includes allowing another student to see your work, which they then reproduce in whole or in part and submit as their own, whether you know it or not.

Don't share your answers!

SOC424 w/ Dr. Ellis Godard -- Slide 16

From the syllabus, cont'd:

Be Honest

I exercise zero tolerance for academic dishonesty (including cheating and plagiarism), as outlined in the section on Academic Dishonesty in the *University Catalog* (https://catalog.csun.edu/policies/academic-dishonesty), and take any compromise of that policy very seriously. Ignoring this instruction will result in wasted time and investment, will damage your academic record, and will forego the opportunity to actually learn the material and benefit from the course.

Penalties

Penalties for academic dishonesty *begin* with a failing grade on the assignment. Identical (or even nearly identical) submissions from two or more students will earn instant zeroes. And if any *part* of an assignment is plagiarized, I may at my discretion assign a zero to (that is, give no credit for) that entire assignment. Do not, therefore, steal so much as a sentence fragment without proper attribution. And note that zeroes awarded for academic dishonesty will not be dropped, and *will* lower your semester grade.

SOC424 w/ Dr. Ellis Godard -- Slide 17

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Links & Info in Canvas Course

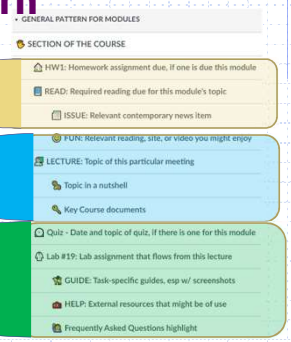
- *Tons* of Stuff
  - Schedule of topics, readings, & assignments
  - Lots of help files, supplementary guides, etc.
  - Intake Form
- Key Links
  - Left-hand navbar
  - Homepage links:
- Key Reminders

SOC497 @ CSUN w/ Ellis Godard 18

Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Canvas Pattern

- Due
- Lecture
- Lab



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Prep | Materials | Canvas | Lab/Lecture | Schedule | Etc

Resources Outside of Canvas

- www.csun.edu/~egodard/497
  - Syllabus, Schedule, & Grade Report
  - Alt. schedule formats (inc. PDF of Canvas)
  - For now, most key resources are outside Canvas:
    - Lectures: http://www.csun.edu/~egodard/497/**lect**
    - Homework: http://www.csun.edu/~egodard/497/**hw**
    - Handouts: http://www.csun.edu/~egodard/497/**hdo**
    - Some labs: http://www.csun.edu/~egodard/497/**lab**
    - Data: http://www.csun.edu/~egodard/497/**data**
  - Many will be amazed when I share these again later. You'll say I should've shared 'em from @ start. I did ☺

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Prep Materials Canvas Lab/Lecture Schedule Etc

External Links in Canvas

- Note: External links launch in a new tab, but within a window *in* that tab, and often with an error.

- Click the header, and they'll reopen in their own tab.
- Even without an error, seeing notes, handouts, etc. in their own tab will make them muuuuuch easier to read.
- You're going to forget this, too. Write yourself a note. ☺

Prep Materials Canvas Lab/Lecture Schedule Etc

Intake Form

- Linked from today's module (& elsewhere)
- Also noted in coming email
- Submit ASAP (this week!)
  - When you do submit, you consent to the syllabus and those general Guidelines
- Some items esp. required!
  - Must give me a codename!
  - Must know if you've taken 424/364 & whom with

Prep Materials Canvas Lab/Lecture Schedule Etc

Lab Variations (OL)

- Vary in content & format
  - Some are about data, mostly using SPSS
  - Some topic/conceptual explorations, 5 "in the field"
  - Some "solo performances" of methodological choices
- Vary in timing across labs (see schedule)
  - Most lectures have a lab (25 "required", 2 extra credit)
  - Most are due @ 10pm on the day after your next lab
  - "Solo" labs due a week *later*
- Staggered in schedule
  - Each lab (T or R) should do labs introduced but not yet done
  - Tue & Thu do same work, but at different times
  - May be 1,2,or 3 – if 3, at least one is solo and/or extra credit

Prep Materials Canvas Lab/Lecture Schedule Etc

Lab Grading

- Check +, Check, Check –, or 0
  - 90 / 80 / 70
  - 0 if nothing, or insufficient effort
- Two thirds are in groups (3-5 students!)
  - There will be a form to list the names
    - Effort @ discretion of the group
  - ID one as "Secretary", IF at least 3 in group
    - The extra works gets 5 extra pts (> 95/85/75)
  - Rotate it in your groups

Prep Materials Canvas Lab/Lecture Schedule Etc

Types & Distribution of Work

- **497L Grade**
  - *Just* those labs
  - 25 assigned
  - 2 are extra credit (additional not replacements)
  - 3 lowest are dropped (*excluding zeroes for academic dishonesty)
- **497 Grade**
  - Attendance (1 unexcused ok – 66% minimum)
  - Daily quizzes (drop 3 lowest; no makeups)
  - 2 exams (OL, MC, OB/ON, 168-hour limit)
    - No makeups or late-taking; "curving" applies
  - 9 homeworks, drop 3 lowest*; 1 EC available)
  - Project (meeting, announcement, presentation)
- **An F in either, earns an F in the other**

Prep Materials Canvas Lab/Lecture Schedule Etc

Lecture Grading (online)

- Attendance (7%)
  - # meetings * % attended (¾ of ¾ of them = 56%!)
  - Minimum 2/3 attendance to pass (meetings AND minutes)
- Quizzes (14%)
  - 5 questions, worth 6 pts each (70-100)
  - No makeups (if excused, avg. of remaining)
  - First one next time (example Q on next slide)
- Homework (42%) & Exams (30%)
  - Each has a key; Grades curved based on missed points
  - Early bonus / late penalty is HW only, start to start
- Oral Presentation (7%)
  - Each of you will give you @ the end
  - Based on <u>your</u> part of the class survey
  - Two lead-up pieces: meeting (1%), announcement (1%)

Prep Materials Canvas Lab/Lecture Schedule Etc

Extra Credit Opportunities

- **Bonus points**
  - On some HWs
- **Extra Credit Assignments**
  - HW10 kinda like HW1, but be careful
  - Two optional labs during the semester
  - Count as additionals, *not as replacements*
- ***Extra* Extra Credit** (*today's module!*)
  - Recommending Recommend Readings
  - Sociological Song paper
  - License Plate Selfie
  - Mystery Measurements

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Prep Materials Canvas Lab/Lecture Schedule Etc

Condensed schedule for Spring 2025 (Canvas supersedes)

DEADLINES			LECTURE			LABS			
Date	Things Due	Reading (15th)	Category	TOPIC	Lab #	Lab Assignment	Type	T	R
Tue Jan 21			Orientation	Orientation	-			-	-
Thu Jan 23		chapt. 1	Orientation	Inquiry & Research	1	Empirical Claims	Topical	-	1
Tue Jan 28		chapt. 4	Orientation	Research Design	(2)	Mini-Design	Solo	1, (2)	
Thu Jan 30			Orientation	SPSS Intro	3	Computing (miles)	Data		(2), 3
Tue Feb 4	HW1 Article Review	chapt. 2	Orientation	Explanation & Theory	4	Writing Hypo	Topical	3,4	
Thu Feb 6		ch.17 & p.427	Orientation / Measurement	Researching Research *(guest)* / Recoding *(in lab?)*	5	Recoding (colleges)	Data		4, 5
Tue Feb 11		pp. 124-137	Orientation	Conceptualization	(6)	Measuring Love	Solo	5, (6)	
Thu Feb 13	HW2 Annotations	pp. 138-157	Measurement	Operationalization	7	Internal Validity	Topical		(6), 7
Tue Feb 18		pp. 421-426	Measurement	Elementary Stats	8	Univariates (gssub)	Data	7, 8	
Thu Feb 20		chapt. 3	Orientation	Misuses of Research	EC1	Ethics (extra credit)	Solo		8, EC1
Tue Feb 25	HW3 Dataset Basics	p.415-420, 434-438	Measurement	Quantitative Analysis	9	Coding Heroes	Topical	EC1, 9	
Thu Feb 27		ch.6 & 427-428	Measurement	Indices & Scales	10	Lab (abort)	Data		9, 10
Tue Mar 4		pp. 249-256	Measurement	Surveys: Wording	11	Draft Survey Questions	Topical	10, 11	
Thu Mar 6	HW4 Welfare Analysis	chapt. 7	Measurement	Sampling & Errors	(12)	Apartments	Solo		11, (12)
Tue Mar 11		p.426-427,429-433	Description	Crosstabs	13	Crosstabs (gss84)	Data	(12), 13	
Thu Mar 13	MIDTERM	-	-	Project Overview (mandatory lecture)					13
Tue Mar 18									
Thu Mar 20									
Tue Mar 25	HW5 Indices	pp. 256-263	Measurement	Surveys: Format	14	Draft Survey Format	Topical	14	
Thu Mar 27		-	Description	Testing (Ordinal) Association	15	Ordinal Tests (USDecline)	Data		14, 15
Tue Apr 1		chapt. 8	Observation	Experimental Research	16	Review Survey Draft	Topical	15, 16	
Thu Apr 3	HW 6 Proposal		Description	Three Interval Tests	17	3 Tests	Data		16, 17
Tue Apr 8		pp. 263-288	Observation	Surveys: Mode	(18)	Conduct Survey	Solo	17, (18)	
Thu Apr 10		pp. 433-434	Description	Multivariate & Modeling	19	Multiple R (multireg)	Data		(18), 19
Tue Apr 15	HW7 Three Tests	ch.13 & 420-429	Description	Qualitative Analysis	(20)	Jaywalking Study	Solo	19, (20)	
Thu Apr 17		pp. 420-421	Observation	Data Entry	(21)	Data Entry	Solo		(20), (21)
Tue Apr 22		chapt. 10	Observation	Fieldwork & Ethnography	(22)	Grounded Theory	Solo	(21), (22)	
Thu Apr 24	HW8 Experiment	chapt. 15	Description	Control Variables & Elab	EC2	Elaboration (extra credit)	Data		(22), EC2
Tue Apr 29		chapt. 11	Observation	Unobtrusive Research	23	Content Analysis	Topical	EC2, 23	
Thu May 1	HW9 Survey Analysis	pp. 316-318	Observation	Focus Groups	24	Evaluation Design	Topical		23, 24
Tue May 6		chapt. 12	Description	Oral Presentations	(25)	Oral Presentations Eval	Solo	24, (25)	(25)
Thu May 8									
Thu May 15	Final Exam			(no class meeting - due 5pm, firm!)				-	-

Prep Materials Canvas Lab/Lecture Schedule Etc

Rick Astley is never gonna…

A. Give you up
B. Let you down
C. Run around
D. Desert you
E. Make you cry
F. Say goodbye
G. Tell a lie
H. Hurt you
✓ I. Any of the above

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Prep Materials Canvas Lab/Lecture Schedule Etc

Lab Schedule "Leapfrog" Pattern

Labs are due 30 hours after *your* next lab starts,
Except "solo" labs, which are due 1 week from your next lab
Your lab meets once/week, so
You'll usually do whichever 2 labs you haven't done yet.
But I've given you LOTS of flexibility, so
Each week is different, & deadlines sometimes stack up!

	M	T	W	R	F	M	T	W	R	F	M	T	W	R	F
New that Lecture		A		B			{C}		D			E		F	
Due for Tue lab			A					B				{C}	D&E		
Due for Thu lab					A&B					D				{C}	E&F

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Prep Materials Canvas Lab/Lecture Schedule Etc

Survey Project *

SOC497: Sociological Research Methods @ CSUN w/ Ellis Godard

Class Survey Project

Overview

We will be conducting an omnibus (comprehensive with respect to topics) survey of CSUN students using a sampling procedure which we will select in the coming weeks.

We will do ONE survey as an entire class. You are NOT doing individuals surveys, each on a particular topic. You may investigate individual topics for some assignments (homeworks 1, 2, 7, 9, oral presentation, and the

- We'll do **one** (omnibus) survey, as a class
- Many HWs can be related (1,2,6,9,paper)
  - Start picking *individual* topics in HW 1 & 2
  - Change topics at any time, from HW/lab to another
- Many labs are group work towards survey
  - All groups' questions will go on **one** (1, uno, single) survey
- Some decisions will be made in lecture
  - Class will decide the sampling method, course administration, and some other parameters using clickers, based on course material

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Prep Materials Canvas Lab/Lecture Schedule Etc

Choices

- I drop the lowest 3 homeworks (of 9-10), 3 labs (of 25-27), & 3 quizzes (of ~25)
- If you skip something and get a zero, that's among your lowest
- If you get a zero for cheating, that *will not* get dropped – zeros for dishonesty COUNT
- Can plan ahead to finish early, or to refresh in a few weeks
- Don't *skip* things *yet* – you'll get lost!

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Prep Materials Canvas Lab/Lecture Schedule Etc

Options

- **Better to *not* skip *anything***
  - The 9 HWs are 42% of your grade
  - I drop the 3 lowest, so 6 count @ 7% each
  - Any you skip, might have gotten more of that 7%
  - Anytime you skip something and get a 0 that gets dropped, some other low grade (e.g. a 72) might now *not* get dropped – and *that* lowers your grade
- **LOTS of EC options,** 4 in today's module alone!
  - If you do the ECHW, that's 7 @ 6% (still 42 total)
    - They each count less, lowering the impact of a "bad" grade
  - ~3 labs are EC/optional – but *do* them
    - They're graded generously, they only count if they help, and the reduce the impact of other labs

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Prep Materials Canvas Lab/Lecture Schedule Etc

Writing

- Words matter
  - If you misuse "theory", "sample", "random", "significance", etc., you'll lose a point
  - Use prove, proof, proven, proved, proving, etc., you'll miss a point
- Writing matters
  - No run-ons, sentence fragments, etc.
  - Print and edit everything before submitting
- This is college. Write like it ☺
- And… *please* don't staple anything! :-S

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Prep Materials Canvas Lab/Lecture Schedule Etc

"Do you curve grades?"

- Sometimes, but I don't *normalize* them
- Two ways to standardize
  - By mean
  - By Standard deviation
- I use an average, plus other adjustments
  - Min. points, range, early/late, etc.
- Homeworks & Exams adjusted around 85
  - No "curve" on labs, quizzes, attend, or oral
- Curve is per assignment, *not* for semester

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Prep Materials Canvas Lab/Lecture Schedule Etc

The Magic Numbers…

- I'll give you 9 numbers but not say what they are
  - One per HW, announced at variable times (lecture, lab, midnight…)
- Each relates to course in 2 ways
  - something being learned & some aspect of managing the class
- First 5 correctly ID each gets 1% bonus for semester
  - "First" is defined by date/time of email w/ correct answer
  - No exceptions - Don't email me as a pair (or group)!
  - Don't ask FTF; someone might hear you and email before you do!
- Two other limitations
  - No student can get more than one per semester
  - You have until the last lecture, then I'll ID any left
- More info: http://www.csun.edu/~egodard/497/mystery.html

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Prep Materials Canvas Lab/Lecture Schedule Etc

Data Collection

- Intake Form – via Canvas; online now!
- Quiz – online now - ungraded, confidential
- Photographs – *must* do one of these
  - Email me a picture
  - Friend me where I can get one (Facebook?)
  - Tell me to take one, and I'll give you a "photo #"
  - Note: Canvas pics no good; too small to be of use ☹

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Prep Materials Canvas Lab/Lecture Schedule Etc

See you next time…

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