

Sociology 364 and 497

Statistical Methods and Social Research

Spring 2012

Course Website

<http://www.csun.edu/~vcsoc00i/classes/s364s497s12/homepage.htm>

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You are enrolled in two courses, each consisting of a three-unit class and a one-unit laboratory and each having a separate ticket number (i.e. Sociology 364, 364L, 497 and 497L). However, it is the intent of this course to combine the best of both Sociology 364 and 497 into one palatable format meeting each Sunday from 12:00 pm to 6:00 pm in SH 180. Accordingly, the class will be divided into four separate 75 minute segments, with a 10 minute break between segments 1/2 and 3/4, and a 40 minute food break between segments 2/3. The goal of this course portends a mastery of both the procedures for conducting social research, and the statistical tools found in SPSS for analyzing such social research. But in a larger sense, this course is intended to be an experience born out of the necessity to step back from our personal prejudices and stereotypes, and as a student of higher learning, to evaluate the myriad of information being generated at all levels of our society, intelligently synthesizing such information, in an effort to become a more informed critical social thinker.

Frequently Asked Questions Concerning This Class

Textbooks: The text is *Social Research Methods* by H Russell Bernard, Sage Publications. In addition, there is the lab manual *How to Use SPSS* by Brian C. Cronk. However, do not purchase this lab manual until after the first day of class, when we have had the opportunity to discuss possible cost cutting measures. This will include the potential alternative to purchase either disk or take advantage of an online version of SPSS and its tutorials.

Grading: The class portion of the 364 and 497 classes will consist of lecture/discussion (real time and virtual) and readings, involving three noncumulative quizzes (50 points each) and a cumulative final (100 points). There are no make-up exams. However, the lowest quiz score will be dropped. Hence, your score, out of 200 points, will comprise your class grade for both classes. The lab grade will consist of laboratory and statistical exercises submitted and/or discussed each week, as well as demonstrated mastery of SPSS (Statistical Package for the Social Sciences). Plus/minus grading will be used. Cheating and/or plagiarism will not be tolerated, period!

Communication: In addition to real time class attendance, a variety of virtual techniques will be implemented. As part of class communications, you will be utilizing the Internet, emails, virtual blogs and Elluminate to facilitate interaction during the course of the semester and to supplement the hours not formally held in the lab. Some of the programs are unique to campus and are best used by installing VPN on your home or laptop computer. SPSS will be available via the Virtual Software Lab (VSL). As well, you may follow events on the class website at www.csun.edu/~vcsoc00i/classes/s364s497s12/homepage.htm and also on the twitter website at twitter.com/s364s497s12. Please see website for instructions on how to set up these programs.

Office hours: Office hours will be held in SH 180 both Friday and Sundays at 6:00 pm; and otherwise by appointment. For those unable to meet in person, we will be holding discussions via telephone at 818-677-4049 and / or Elluminate. If several of you wish to form a study group, we can arrange routine alternative meeting times to review material.

Classroom Expectations: You are expected to attend each Sunday session. The dates listed on the attached syllabus, contained herein, are immutable. That is, the dates will not be altered. Therefore, plan your social calendar accordingly. As well, as many of you are aware, the CSU faculty does not normally teach on Sundays during the semester, and students have all manner of social activities surrounding that day. While I will attempt to ensure that no Sunday class will ever be cancelled, I expect that you do your best to be in attendance on time and to stay the entire day. To that end, roll will be taken and chronic absence/tardiness will have consequences.

Study Habits: This class is, in fact, two classes with associated labs. That is, a total of eight units. Therefore, you must recognize and relate to those eight units in spite of the integrated nature of the lectures, as two separate courses. This will necessitate planning for study time of at least 15-20 hours per week. As well, it will require pro-activity in planning these hours. Read the materials in advance of the lecture, review on a regular basis and establish friendship groups with whom you can study. Come to class well rested and ready to ask questions.

Sociology 364 / 497 - Course Outline

I. Statistical Research - The What and Who of Science. This section is a general discussion of the nature and history of science and how it differs from our everyday lives. Moreover, it addresses how we measure such a world and how we describe these measurements so as to create testable assertions (i.e. hypotheses).

| <u>Topics</u> | <u>Date / Readings</u> |
|--|---------------------------------|
| Week One – Science and the Everyday World | 01-29-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Defining characteristics of science • Statistical Thinking - Library and Internet Procedures | Chapters 1, 3 Assignment |
| Week Two – Measurement, Variables and Hypotheses | 02-05-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Creating operationalized concepts • Statistical Thinking - Measurement and descriptive statistics | Chapters 2, 8, 14 Assignment |
| Week Three – Testing , Feedback and Lab Work Presentation | 02-12-12 |
| <ul style="list-style-type: none"> • Collaboration and the First of Four Tests (noncumulative) • Lab Assignments presented and problem sets submitted | |

II. Statistical Research - The How of Science. This section discusses how we attempt to control measurement to be assured that we are assessing the proper population and that we are correctly measuring the relationship between our independent and dependent variable.

| <u>Topics</u> | <u>Date / Readings</u> |
|---|----------------------------------|
| Week Four – Sampling Design | 02-19-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Getting to the "right" people • Statistical Thinking - Probability Distributions and z-tests | Chapter 5 Handout |
| Week Five – Experimental Design | 02-26-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Isolating Independent Variables • Statistical Thinking - t-tests and Analysis of Variance | Chapters 4 Chapter 15, Part I |
| Week Six – Testing, Feedback and Lab Work Presentations | 03-04-12 |
| <ul style="list-style-type: none"> • Collaboration and the Second of Four Tests (non-cumulative) • Lab Assignments presented and problem sets submitted | |

III. Statistical Research - The Where of Science. This section focusses on data collection sources and statistical methods for analysing them. Surveys, observation techniques and non-reactive methods, and their respective statistical analysis techniques, will be discussed.

| <u>Topics</u> | <u>Date / Readings</u> |
|---|---------------------------------------|
| Week Seven – Data Collection – Surveys | 03-11-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Creating and Conducting Surveys • Statistical Thinking - Crosstabular and Correlational Analysis | Chapters 6, 7, 15 (PII) Assignment |
| Week Eight – Data Collection – Observation | 03-18-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Relying on Third Party Information • Statistical Thinking - Coding and Inter-rater Reliability, | Chapter 9, 10, 12 Assignment |
| Week Nine – Data Collection – Simulation and Existing Data | 03-25-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Using Non-reactive measures • Statistical Thinking - Themes and Modeling Information | Handout, Chapter 12 Assignment |
| Week Ten – Testing, Feedback and Lab Work Presentations | 04-01-12 |
| <ul style="list-style-type: none"> • Collaboration and the Third of Four Tests (non-cumulative) • Lab Assignments presented and problem sets submitted | |

IV. Statistical Research - The When of Science. This section extends the discussion of measurement and correlation to causal inference among variables. It begins with a discussion of the statistical elaboration model and ends with an analysis of how we present findings.

| <u>Topics</u> | <u>Date / Readings</u> |
|--|------------------------------------|
| Week Eleven – Finding Cause - Multivariate Analysis - Part I | 04-15-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - The Nature of Causation • Statistical Thinking - The Statistical Elaboration model | Chapter 16 (Part I) Assignment |
| Week Twelve - Finding Cause - Multivariate Analysis - Part II | 04-22-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Complex Causal Systems • Statistical Thinking - Multiple Regression / Path Analysis | Chapter 16 (Part II) Assignment |
| Week Thirteen – Presenting Findings in Written Form | 04-29-12 |
| <ul style="list-style-type: none"> • Methodological Thinking - Formatting Journal Articles • Statistical Thinking - Presenting Tables, Graphs and References | Handout Assignment |
| Week Fourteen - Review, Jeopardy and the mock final | 05-06-12 |
| Week Fifteen Fourth and Final Examination (cumulative) | 05-13-12 |

**Class Schedule for the Blended
Sociology 364 and 497 Class
Sundays - Spring 2012
Professor Schutte**

12:00 - 1:15 pm First Class Segment - Lecture format

1:15 - 1:25 pm First Break

1:25 - 2:40 pm Second Class Segment - Lecture / Discussion format

2:40 - 3:20 pm Food Break

3:20 - 4:35 pm Third Class Segment - Lecture format

4:35 - 4:45 pm Second Break

4:45 - 6:00 pm Fourth Class Segment - Laboratory / Discussion format

Ten Steps to a Successful Class

Wednesday - Thursday

1. Check weekly the homepage for lecture highlights, assignments and text notes.
2. Review the text chapter outlines and summaries

Friday - Saturday

3. Read the chapters
4. Compile questions - preferably the last thing the night before class.

Sunday

5. Come to class with a full night's sleep.
6. Compare text to lecture notes - track differences and ask others for resolution.

Monday - Tuesday

7. Take the practice quiz and refer to notes and lectures for those items missed.
8. Reread the chapters for specific answers.
9. Check the web and library for new resources and convey findings via hypernews.
10. Go online or otherwise complete the assignment

THE GRADE PROFILE

| | The "A" Student | The "B" Student | The "C" Student | The "D" Student |
|---------------------------|---|--|--|---|
| Attendance | Rarely misses a class Always alert | Sometimes misses Usually makes it up | Misses several classes Often daydreams | Attends off and on Always has excuse |
| Reading Habits | Reads ahead & integrates with lectures | Reads regularly Generally keeps up | Reads in "spurts", too seldom and too much | Always a month or two behind; rarely takes notes |
| Study Habits | Studies ahead and reviews weekly | Reviews on a regular basis | Saves work for one or two big study session | Waits until the night before to review, if at all |
| Class Relations | Alertly chooses buddy early in semester | Often knows someone to study with test time | Tendency is to wait too long to be useful | Tends to be is own buddy or chooses "D" student |
| Examinations | Typically takes extra time to review answers | Is careful to read each question | Reads question only once before answering | Often reads only first part of question; doesn't review |
| Relations with Instructor | Takes advantage; gets to know instructor's views apart from class | Visits instructor often for task oriented dis- cussions only | Visits only if a problem arises | Rarely sees instructor outside of class, even if there is a problem |

WHAT IS YOUR FATE?

F

THE LETTER "F" MEANS FOCUS. NOTHING CAN BE ACCOMPLISHED IF YOU DO NOT HAVE A CLEAR UNDERSTANDING OF WHAT GOAL YOU WANT TO ACHIEVE AND THE METHOD BY WHICH TO DO IT.

A

THE LETTER "A" MEANS ACTION. ONLY WHEN PREPARATION AND DECISIVENESS MEET OPPORTUNITY DO WE ACCOMPLISH GOALS. REACTIVE PEOPLE SAY "IF". PROACTIVE PEOPLE SAY WHEN.

T

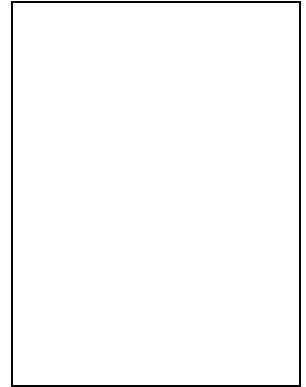
THE LETTER "T" MEANS TENACITY. NEVER GIVE UP. PLAN YOUR WORK AND WORK YOU PLAN. NOT INTELLIGENCE, MONEY PERSONALITY OR STATUS WINS THE DAY. ONLY TENACITY DOES.

E

THE LETTER "E" MEANS EVALUATE. YOU WILL FAIL AT SOME POINT. THEREFORE, DO NOT BE AFRAID OF CRITICISM. EMBRACE IT TO RE-FOCUS, RE-DIRECT AND RE-COMMIT TO YOUR GOALS.

If you embrace these thoughts, you will have a successful life. What you do with that success is up to you. Your only obligation is to enlighten others and make it work for yours and their benefit.

Student Questionnaire



1. What is your name: _____
2. What is your student ID number: _____
3. What is your year in school: _____
4. What is your cumulative GPA in college: _____
5. What grade are you expecting to receive in this class: _____

From 1 to 10 (10 being most favorable) how would you rate your feelings about:

6. Math: _____; 7. Science: _____; 8. Computers: _____
9. Your CSUN email address: _____
10. Have you taken Soc 150 or its equivalent: _____
11. Have you taken Soc 202 or its equivalent: _____
12. Have your taken Math 140 or its equivalent: _____
13. Have you taken any online courses in college: _____
14. Have you used an LMS: None ___; Blackboard ___; WebCT___; Moodle ___
15. Do you have a web or wifi connected laptop or home computer: _____

On a scale from 1 to 10 (10 being most) how often do you use:

16. The web: ___; 17. Texting: ___; 18. Twitter: ___; 19. Facebook: _____
20. How many days a week are you on campus: _____
21. How many hours per week do you work: _____
22. How many units are you taking: _____
23. What is your age: _____
24. What is your ethnicity: _____
25. What is your sex: _____
26. What fact did you tell your partner: _____

27. What fact did your partner tell you: _____

28. What have you heard about this class: _____
