

The University of Manitoba

Department of Sociology

SOC 2290 Introduction to Research Methods (Lab Component)

Mondays 10:30-11:45 (B01/10671) and 1:30-2:45 (B02/10672)

Tuesdays 2:30-3:45 (B03/10668)

Wednesdays 2:30-3:45 (B04/10670)

Thursdays 8:30-9:45 (B05/11951) and 1:00-2:15 (B06/14845)

Classroom: Room 202 Isbister

Instructor: Karen Kampen

Phone: 474-8903

Office: 308 Isbister

Credit hours: 6

Email: [Karen.Kampen@umanitoba.ca](mailto:Karen.Kampen@umanitoba.ca)

Office Hours: 12-1 Mondays & Thursdays\*

\* Hours apply to the weeks during which we have class. Please consider my door open at any time. Given my sizable teaching load (time in the classroom), appointments are also very useful.

### Required Materials

- An SPSS Lab Manual will be provided for you during first term.
- A Memory Stick upon which to save your work. (It may be possible to save documents to the U of M network drive, /"H"; please bear in mind that some students have difficulty with finding their documents on that drive.)

### Objective and Format of the Labs

The main purpose of the lab is to take material learned in the classroom and textbook and apply it via practical, "hands on", problem-solving activities. We normally spend a few minutes at the start of the lab on conceptual review and practical demonstration as needed, followed by work on your assignment.

### Preparation

Your assigned readings and/or lectures are the main source of preparation for lab assignments. Normally, our labs will lag at least one week behind the associated lecture topic from class. However, because occasionally the lab material might not correspond directly with previously introduced class material, additional concepts would be introduced in the lab if needed. All lab assignments are "open book", so please bring whatever class materials you find useful. From mid-November onward, students are required to bring their SPSS lab manual or a reasonable equivalent. Be sure to test your INS userid and password *before* the labs begin in September ([www.umanitoba.ca/claimid](http://www.umanitoba.ca/claimid)). You will be unable to access the Internet or the SPSS statistical package without a functioning INS userid and password.

## Evaluation

There will be two assignments. Each one will receive a percentage mark out of 100, and each one is worth 12.5% of your course grade. Please be reminded that the departmental policy for all sections of SOC 2290 dictates that **students must receive a passing grade of 50% or higher in the lab component in order to pass this course**. Your grade in the lab is independent of your grade in the remaining course component. Students who fail the lab will fail this course and will be required to retake the entire course (not just the lab component) in order to obtain credit for SOC 2290.

1. Assignment #1 (12.5% of your course grade): This assignment will involve gathering your own data through an in-class content analysis of television commercials. There will be some group work involved in this assignment in the sense of group discussion and collaboration in designing specific measures, but your final report is an individual submission that should be written independently. The final report will be due by the end of your lab session during the week of **November 30, 2015**.

2. Assignment #2 (12.5% of your course grade): This assignment will involve analysing existing survey data using appropriate statistical techniques learned in class, via the SPSS statistical package. You will be given the opportunity to conduct an analysis of secondary survey data using variables of your own choosing. The final report will be due by the end of your lab session during the week of **April 4, 2016**.

\* Unless otherwise specified by the instructor, assignments must be submitted in **MS Word format on UMLearn Dropbox**. The student is entirely responsible for submitting a file that is in the correct format, can be opened by the instructor in UMLearn, contains your complete document, etc.

## Absences/Lates Policy

- Late assignments are accepted, but in fairness to fellow classmates, they are subject to a 10% penalty per calendar day. Students who request extensions for documented medical or compassionate reasons must submit to me their current assignment draft along with a written request for an extension, by the assignment's due date. If you miss one of our film viewings and/or group discussions for documented medical or compassionate reasons, you will not be docked points if you do the following within one week of the missed film: (1) make arrangements with me to view the film on campus, and (2) submit appropriate documentation covering your absence. The responsibility to catch up on missed class material lies solely with each student. Lab attendance is considered mandatory in order to receive credit. Students who miss a lab should be prepared to bring a medical note if they want to attend a different section, and please be aware that the content may differ between sections.

- The university recognizes the right of all students to observe recognized holidays of their faith, which fall within the academic year. With instructor discretion, necessary arrangements can be made to ensure studies are not jeopardized. The instructor should be notified of a student's intended absence in advance and at least three weeks' notice of absence should normally be given where special arrangements are sought.
- Students with special learning needs (who for legitimate reasons require extra time to write a test, or who require aids or other supports) should identify themselves to the instructor at the beginning of the term in order to arrange suitable accommodation or contact Student Accessibility Services. Please note that being registered with Student Accessibility Services does not provide students with automatic extensions; students still need to make suitable arrangements with their instructor in terms of specific dates and times that assignments will be submitted.
  - Any term work that has not been claimed by students will be held for four (4) months from the end of the final examination period for the term in which the work was assigned. At the conclusion of this time, all unclaimed term work will become property of the Faculty of Arts and be destroyed according to FIPPA guidelines and using confidential measures for disposal.

### **Academic Integrity and Student Conduct**

\* Students should acquaint themselves with the University's policy on plagiarism, cheating, or exam personation, ("Personation at Examinations" (Section 5.2.9) and "Plagiarism and Cheating" (Section 8.1)) and duplicate submission by reading documentation provided at the Arts Student Resources web site at <http://www.umanitoba.ca/faculties/arts/student/index.html>. Ignorance of the regulations and policies regarding academic integrity is not a valid excuse for violating them. Please see the attached section on Academic Honesty Guidelines for information on plagiarism and appropriate collaboration. If you use outside sources (e.g. journal articles, books) please cite your source using one of the common academic referencing formats (CSA, APA, etc.)

- **Disruptions due to excessive talking or early departures from the classroom are especially distracting to large classes, including the use of cell phones.** Please be considerate and respectful of the needs and rights of others in the class. Students should be aware that persistent disruption may result in disbarment from the course. Any student who has a legitimate reason for leaving class early should inform the instructor at the start of class.

\* **Electronic recording of any classroom activities (e.g. taking photographs of the board or the use of other recording devices) in the classroom is strictly prohibited.** Such recordings are a violation of an instructor's copyright of classroom materials as well as the privacy of other students.

## TENTATIVE SCHEDULE FOR 2015-2016

### Term 1 (week of)

**September 14:** Introduction to Term 1: Why study advertising?  
**September 21:** Looking at our variables, attributes, and units of analysis  
**September 28:** Conceptualizing our measures and creating hypotheses  
**October 5:** Levels of Measurement  
**October 12:** **No labs** due to Thanksgiving holiday observance on the 12<sup>th</sup>  
**October 19:** Pre-testing our instruments  
**October 26:** Collecting our data (Day 1)  
**November 2:** Collecting our data (Day 2)  
**November 9:** **No labs** due to Remembrance Day observance on the 11<sup>th</sup>  
**November 16:** Introduction to SPSS and data entry and coding qualitative data  
**November 23:** Summarizing our data and assessing their validity and reliability  
**November 30:** Assignment #1 DUE by end of regular lab time  
**December 7:** No labs are held this week since classes end mid-week.

### Term 2

**January 4:** **No labs** held this week since classes begin mid-week  
**January 11 - March 31:** Lab schedule will be provided at the start of Term 2 once the course professors have finalized their own schedules.  
**April 4:** Assignment #2 DUE by end of our regular lab time

\*\*\* Fee refund deadline: **September 23, 2015** \*\*\*

\*\*\* Voluntary Withdrawal Deadline: **March 18, 2016** \*\*\*