

The University of Manitoba

Department of Sociology

SOC 2290 Introduction to Research Methods (Lab Component)

Mon 1:30-2:55 (B01), Tues 8:30-9:55 (B02), Wed 10:30-11:55 (B03),

Thur 8:30-9:55 (B04), Fri 1:30-2:55 (B05)

Classroom: Room 202 Isbister

Instructor: Karen Kampen

Phone: 474-8903

Email: karen_kampen@ad.umanitoba.ca

Office: 308 Isbister

Office Hours: before/after class or by appointment

- Please consider my door always open; as long as I am there, feel free to stop in.
- Please note that this is not an "official" course outline per se, unlike the one that was distributed by your SOC 2290 instructor. This document is intended to provide you with additional information.

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 exercises. We normally spend a few minutes at the start of the lab on conceptual review and (if applicable) demonstration in SPSS, 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 about 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. When applicable, students are required to bring their Lab Manual (to be distributed in class.) Make sure to test your INS userid and password *before* the labs begin in September (www.umanitoba.ca/claimid). You will be unable to access the Internet or the SPSS statistical package without a functioning INS userid and password.

Website and Email

The data required in Term 2, lab marks, and other necessary information will be made available through Angel. Email communication from me such as reminders of important dates and announcements of cancelled classes will be based upon contact information that you have provided to the university and thus accessible to me via my class list. Please use the above email address (not Angel) to email me.

Evaluation

There will be three assignments. Each one is marked out of 100 points, and later weighted according to its course value (see below). Please be reminded that the 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 (6% of your course grade): Due the week of **October 22-26, 2012** (specific date depending upon the section in which you are registered)

- This assignment will focus on sociological theory, variables, constructing hypotheses, and levels of measurement, as applied to a content analysis of television commercials. Further details on all assignments will be given in class.

2. Assignment #2 (6% of your course grade): Due **December 5, 2012**

- This assignment will continue where Assignment #1 left off. We will collect some content analysis data, enter it into the SPSS program, and summarize our findings with a brief report.

3. Assignment #3 (13% of your course grade): Due the week of **April 1-5, 2013**, with proposal due during the week of **January 21-25** (depending upon your section)

- This assignment will involve secondary data analysis using appropriate statistical techniques learned in class, via the SPSS statistical package. You will be required to submit a brief proposal early in the term that outlines your methodology, which will comprise 20 out of the 100 points on the assignment (the remaining 80 points will be based upon your final write-up in April).

* All assignments must be submitted in the form of **HARD COPIES ONLY** (not electronically). It is the student's responsibility to ensure that all of the materials are neatly and securely bound.

Academic Integrity and Student Conduct

The relevant policies in your SOC 2290 course outline also apply to the lab. In addition, please note that the use of lab computers to play on Facebook, to do assignments for other courses, study for tests, etc. has become highly disruptive to our classes in recent years. For this reason, use of the lab computers during class time is prohibited except for the sole purpose of completing lab exercises.

Late Assignments/Absences

* Late assignments are happily accepted, but in fairness to others, they are subject to a 15 point penalty per day late (unless you have documented reasons - see below.)

* Documented medical or compassionate reasons or religious observances are the only acceptable reasons for assignment extensions. To be eligible for one, you must submit the following, no later than 24 hours after the assignment deadline or absence: (1) appropriate documentation (e.g. Dr. note), and (2) a current draft of your assignment.

* In addition, if you miss a lab you might not be able to be graded for any in-class data collection or group work that we might be doing during that week (particularly in Term 1). I reserve the right to track students' attendance on occasion, as it ensures the authenticity of the data that you collect, for example. If your absence is due to medical, compassionate or religious reasons, and it is a week during which we have been collecting data or doing group work, you should be prepared to provide documentation covering your absence in order to avoid lost marks. If necessary, you will receive an alternate assignment.

* Students who miss a lab session for any reason are most welcome to attend another lab section that week. In these instances you do not have to ask permission nor bring documentation covering your absence. Attending an alternate session will ensure that your assignment mark is not affected negatively. However, bear in mind that this arrangement is possible only if there is space available in the room. Your assignment due dates will remain unchanged.

TENTATIVE SCHEDULE

Term 1

September 10-14: Introduction to Term 1: Why study advertising?

September 17-21: Looking at our variables, attributes, and units of analysis

September 24-28: Conceptualizing our variables

October 1-5: Developing some initial hypotheses

October 8-12: No labs due to Thanksgiving holiday observance on the 8th

(I will be available in my office this week for consultation on assignments)

October 15-19: Levels of Measurement

October 22-26: Assignment #1 DUE. Begin Assignment #2: Pre-testing

October 29-November 2: Collecting our data

November 5-9: Coding our open-ended data

November 12-16: No labs due to Remembrance Day observance on the 12th

(I will be available in my office and if needed in our classroom for consultation)

November 19-23: Introduction to SPSS and Data Entry

November 26-30: Summarizing our data and assessing its validity and reliability

December 5: Assignment #2 DUE.

Term 2

January 7-12: Developing your research question

January 14-18: Writing your proposal

January 21-25: Research proposals DUE; consultation in lab as necessary

January 28-February 1: Feedback on research proposals; make revisions as needed

February 4-8: Univariate descriptive statistics

February 11-15: Recoding your variables

February 18-22: No classes (MID-TERM BREAK)

February 25-29: Bivariate descriptive statistics: Crosstabulation

March 4-8: Bivariate descriptive statistics: Measures of Association

March 11-16: Elaborating the bivariate relationship using a Control Variable

March 18-22: Inferential statistics: Chi-square Test of Significance

March 25-30: Individual consultation on write-ups as necessary, in the lab

April 1-5: Lab assignment #3 DUE

*** Voluntary Withdrawal Deadline: **March 20, 2013** ***