

The University of Manitoba

Department of Sociology

SOC 2290 Introduction to Research Methods (Lab Component)

Mondays 10:30-11:55 (B01/10742) and 1:30-2:55 (B02/10743)

Tuesdays 10:30-11:55 (B03/10739) and 2:30-3:55 (B04/10741)

Wednesdays 1:30-2:55 (B05/12243)

Thursdays 2:30-3:55 (B07/18525)

Classroom: Room 202 Isbister

Instructor: Karen Kampen

Phone: 474-8903

Email: [karen.kampen@umanitoba.ca](mailto:karen.kampen@umanitoba.ca)

Office: 308 Isbister

Office Hours: Monday 12:00-1:30, Tuesday 12:00-2:30, or by appointment

- Please consider my door always open. Because I am an Undergraduate advisor for our department I am in the office a lot, so feel free to stop in any time that I am there.

### Required Textbook

An SPSS Lab Manual will be provided for you during first term.

### 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. 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. It is also recommended that you bring a Memory Key or be prepared to save documents to the U of M network drive ("H").

## Evaluation

There will be two assignments. Each one is marked out of 100 points, and each one is worth 12.5% of your course grade. 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 (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. You will be required to submit a brief proposal which will comprise 20 out of the 100 points on the assignment. The proposal is due during the week of **October 6**. The final report will be due by the end of your scheduled class time during the week of **December 1, 2014** (except for section B07, for whom it is due by 4:30 p.m. on December 4.)

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 required to submit a proposal which will comprise 20 out of the 100 points on the assignment. The proposal is due during the **week of January 26**. The final write-up will be **due the week of March 23, 2015**.

\* Unless otherwise specified by the instructor, assignments and proposals must be submitted in MS Word format on D2L Dropbox by the end of your registered lab session during the weeks specified above.

## Late Assignments and Absences

\* Late assignments (including proposals) are happily accepted, but in fairness to others, they are subject to a 10% penalty per day late. 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: (1) appropriate documentation (e.g. Dr. note) covering dates of illness for which to be excused, if applicable; and (2) a current draft of your assignment.

\* Students who miss a lab session for legitimate reasons such as illness are welcome to attend another lab section that week, space permitting, but this should be used a last resort as most of our labs are at full capacity and you might be unable to complete any group work involved. Your assignment due dates will remain unchanged. Please bear in mind that not all lab sections cover the same topic every week, and our schedules are subject to change.

\* 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.

### **Website and Email**

- The data required in Term 2, lab marks, and other necessary materials will be made available through D2L. Please use the above email address to email me personally, as I am not likely to see all notifications through D2L. A reasonable turnaround time for responses to student emails is normally 24 hours. Please also be reminded of the university's Electronic Communications with Students policy: [http://umanitoba.ca/admin/governance/governing\\_documents/community/electronic\\_communication\\_with\\_students\\_policy.html](http://umanitoba.ca/admin/governance/governing_documents/community/electronic_communication_with_students_policy.html).

### **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>. Please see the attached section on Academic Honesty Guidelines for information on plagiarism and appropriate collaboration. Note that there is no required citation style in the lab.

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

## TENTATIVE SCHEDULE

### Term 1

**September 8-12:** Introduction to Term 1: Why study advertising?  
**September 15-19:** Looking at our variables, attributes, and units of analysis  
**September 22-26:** Conceptualizing our measures  
**September 29-October 3:** Pre-testing our instruments  
**October 6-10:** Finalize research proposals; proposal DUE at end of class  
**October 13-17:** No labs due to Thanksgiving holiday observance on the 14<sup>th</sup>  
**October 20-24:** Levels of Measurement, and feedback on proposals  
**October 27-31:** Collecting our data (Day 1)  
**November 3-7:** Collecting our data (Day 2)  
**November 10-14:** No labs due to Remembrance Day observance on the 11<sup>th</sup>  
**November 17-21:** Introduction to SPSS and data entry  
**November 24-28:** Summarizing our data and assessing its validity and reliability  
**December 1-3:** Assignment #1 DUE by end of regular lab time (on the 4<sup>th</sup> for B06, the day after classes end.) No labs are held this week since classes end mid-week.

### Term 2

**January 5-9:** No labs held this week (because there are no classes on the 5<sup>th</sup>)  
**January 12-16:** Developing your research question  
**January 19-23:** Hypotheses  
**January 26-30:** Complete your research proposal; DUE by end of class period  
**February 2-6:** Feedback on research proposals  
**February 9-13:** Univariate descriptive statistics  
**February 16-20:** No classes (MID-TERM BREAK/LOUIS RIEL DAY)  
**February 23-27:** Data Transformation  
**March 2-6:** Bivariate descriptive statistics: Measures of Association  
**March 9-13:** Elaborating the bivariate relationship using a Control Variable  
**March 16-20:** Inferential statistics: Chi-square Test of Significance  
**March 23-27:** Correlation and regression  
**March 30-April 3:** Assignment #2 DUE by end of regular lab time  
**April 6-10:** Tutorials in preparation for your class tests

\*\*\* Voluntary Withdrawal Deadline: **March 19, 2015** \*\*\*