



UNIVERSITY
OF MANITOBA

Department of Sociology and Criminology

COURSE DETAILS

Course Title and Number: Sociology SOC 7390 (A01) Survey Research Methods

Course Credit hours: 3 CRN: 57101

Class location: 335 Isbister Building

Computer lab: 336 Isbister Building

Class time: Thursdays, 11:30AM-2:15PM

Prerequisites: Undergraduate courses in both social science research methods and social statistics are required. For Sociology majors, completion of SOC 4570 (or its equivalent) is also required. Students who are unsure of their prerequisites or those not majoring in sociology are required to consult with the instructor and receive permission to enroll prior to the beginning of the course.

There is an *optional lab component* to this course. If you are unfamiliar with SPSS, you are required to attend a two hour lab hosted by the professor. The labs have been designed to assist you in the preparation of your final research paper. Lab date and times will be determined at the beginning of the class (subject to the availability of the students requiring instruction, the professor and the lab).

INSTRUCTOR CONTACT INFORMATION

Instructor name: Dr. Lori Wilkinson

Preferred form of address: Lori

Office hours: Tuesdays 2:30-3:30 or by appointment (anytime!)

Office phone number: 474-8491

Email: Lori.Wilkinson@umanitoba.ca

Contact: I will do my best to answer emails and telephone messages within 24 hours or less. Email is the best mode of communication outside of office hours and class. I do answer email on weekends. Please ensure your email communication conforms to good grammar and professional style and that you use your University of Manitoba email account as this is the account I will use to contact you.

UM Learn is the online platform used to store information, datasets and other items related to this course. Please familiarize yourself with the content.

COURSE DESCRIPTION

Sociology 7390 is a graduate level course providing in depth training in the major areas of survey research and includes the research question conceptualization, survey design and formatting,

sampling strategies, modes of administration, data analysis, data interpretation, and presentation. The purpose is to guide graduate students through all phases of a major survey research project. The course includes lectures, student projects, and student presentations. A secondary data source, provided by the professor, is the basis of the major term assignment. Other surveys will be used as examples as appropriate.

COURSE GOALS

This course provides graduate students with the skills necessary to design a coherent researchable survey. As a result, students completing the course will have the ability to plan a study, conduct data collection, and analyze statistical data. The goals of the course are to help students:

- become familiar with the range of quantitative methodologies used in the social sciences
 - plan and execute a survey from start to finish
 - achieve a reasonable degree of skill in survey research techniques including sampling strategies, modes of administration, and questionnaire design
 - gain competence in analysis of quantitative data using the statistical software SPSS
 - produce publishable research reports, theses/dissertations & journal articles using statistics
 - learn appropriate methods of data analysis using a range of different data
 - critically evaluate secondary data and published research reports
 - improve presentation skills (orally and in papers)
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INTENDED LEARNING OUTCOMES

By the end of the class, students should be able to:

- Prepare a journal article
- Conceptualize a research question
- Prepare a research proposal and budget
- Link theories and previous research to research topics
- Conceptualize and operationalize independent and dependent variables
- Select an appropriate sample using scientific methods
- Identify appropriate modes of administration
- Design a questionnaire
- Select appropriate data analysis procedures
- Produce scientifically-sound statistics
- Learn about research sensitive topics and ethical considerations
- Design and implement a survey research project from start to finish

In addition to the knowledge gained in learning to conduct a research project, this class has applications outside the course. Students will learn various skills including how to:

- Critically evaluate journal articles, books and media reports
- Prepare professional research reports
- Learn rules for conducting interviews

- Training and hiring of interviewers
 - Guidance in preparation of budgets and research grants
 - Prepare appropriate statistical analyses with survey research data
 - Organize and prepare effective professional presentations using Powerpoint
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USE OF COPYRIGHTED MATERIAL

Please respect copyright. We will use copyrighted content in this course. I have ensured that the content I use is appropriately acknowledged and is copied in accordance with copyright laws and University guidelines. Copyrighted works, including those created by me, are made available for private study and research and ***must not be distributed in any format*** without permission. Do not upload copyrighted works to a learning management system (such as UM Learn), or any website, unless an exception to the *Copyright Act* applies or written permission has been confirmed. For more information, see the University's Copyright Office website at <http://umanitoba.ca/copyright/> or contact um_copyright@umanitoba.ca.

RECORDING CLASS LECTURES

Lori Wilkinson and the University of Manitoba hold copyright over the course materials, presentations and lectures which form part of this course. ***No audio or video recording of lectures or presentations is allowed in any format, openly or surreptitiously, in whole or in part without permission*** from Lori Wilkinson. Course materials (both paper and digital) are for the participant's private study and research.

REQUIRED TEXTBOOKS AND RESOURCE MATERIALS

Jeremy Miles and Mark Shevlin (2001) *Applying Regression and Correlation: A Guide for Students and Researchers*. London/Thousand Oaks, CA: Sage Publications. ISBN: 10: 0761962301

Floyd Fowler (2014) *Survey Research Methods*. 5th Edition. London/Thousand Oaks CA: Sage Publications. ISBN: 978-1-4522-5900-0

Weekly readings: In addition to the two required textbooks, students are required to read a selection of articles (details provided by professor) each week. The readings cover the day's topics in greater detail. The schedule of readings will be distributed in a separate document on the first day of class.

Not required but suggested: There are a number of SPSS guidebooks available. Students who have not used SPSS prior to this course may consider acquiring one although a lab manual has been created by the professor for the students in this course.

Pre-course reading: Students are strongly advised to review their coursework and texts on statistics prior to beginning this course. Some of my favourite books include:

J. Healey *Statistics: A Tool for Social Research*; B. Hazard Munro *Statistical Methods for Health Care Research*; J. Foster, E. Barkus, C. Yavorsky *Understanding and Using Advanced Statistics*; B. Tabachnick and L. Fidell *Using Multivariate Statistics*.

COURSE TECHNOLOGY

It is the general University of Manitoba policy that all technology resources are to be used in a responsible, efficient, ethical and legal manner. *Students can use all technology in classroom setting only for educational purposes* approved by instructor and/or the University of Manitoba Accessibility Services. Student should not participate in personal direct electronic messaging / posting activities (e-mail, texting, video or voice chat, wikis, blogs, social networking (e.g. Facebook) online and offline “gaming” during scheduled class time. If student is on call (emergency) the student should switch his/her cell phone on vibrate mode and leave the classroom before using it. (©S Kondrashov. Used with permission)

This course uses UM Learn as the course website. The following are available on the course website:

1. PowerPoint lectures (in pdf format)
2. Assignments
3. Data sets for assignments
4. Supplementary information for datasets
5. Optional links to interesting, helpful survey methods websites, stories, articles
6. Other material-which the professor will alert you to as the course progresses

Students needing assistance accessing UM Learn can contact the Centre for the Advancement of Teaching and Learning.

- 123 Fletcher Argue Building
- 204-474-8600
- servicedesk@umanitoba.ca
- http://intranet.umanitoba.ca/academic_support/catl/resources/umlearnstudent.html

CLASS COMMUNICATION

The University requires all students to activate an official University email account. For full details of the Electronic Communication with Students please visit: [http://umanitoba.ca/admin/governance/media/Electronic Communication with Students Policy - 2014 06 05.pdf](http://umanitoba.ca/admin/governance/media/Electronic_Communication_with_Students_Policy_-_2014_06_05.pdf)

Please note that all communication between myself and you as a student must comply with the electronic communication with student policy (http://umanitoba.ca/admin/governance/governing_documents/community/electronic_communication_with_students_policy.html). You are required to obtain and use your U of M email account for all communication between yourself and the university.

STUDENT ACCESSIBILITY SERVICES

If you are a student with a disability, please contact SAS for academic accommodation supports and services such as note-taking, interpreting, assistive technology and exam accommodations. Students who have, or think they may have, a disability (e.g. mental illness, learning, medical, hearing, injury-related, visual) are invited to contact SAS to arrange a confidential consultation.

EXPECTATIONS: WHAT I EXPECT FROM YOU

- Regular class attendance
 - Basic computer comprehension
 - To first try to be independent learners and problem solvers before asking for assistance
 - Basic undergraduate-level statistical skills (e.g., central limit theorem, tests of significance, crosstabulation)
 - Be respectful and considerate of others in the class. See [Respectful Work and Learning Environment Policy](#).
 - Active participation/engaged learning
 - Silence all electronic devices when in the classroom (if there is a reason that you require your device to remain on 'ring' mode (i.e., sick child at daycare), please inform me at the start of the class.
 - Use laptop computers for note-taking purposes only
 - Remove earphones during class lectures
 - Come to class on time and stay until dismissed from class (please notify the instructor at the onset of class if you need to leave early or if you have to come late to the next class)
 - Not engage in excessive talking with other students while the professor is lecturing
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EXPECTATIONS: WHAT YOU CAN EXPECT FROM ME

Since I have expectations of you, it is only fair that students should have expectations of me. Students can expect me to:

- Provide an atmosphere that is respectful and safe for all students
- Allow students to have an opportunity to engage in classroom discussions and to ask questions
- Provide opportunities outside of class for consultation on class material and assignments
- Provide students with relevant information about activities and opportunities outside of class (including public lectures, notice of relevant job opportunities, conferences and training/workshops)
- Adapt to diverse learning styles through: teaching with visual aids; offering useful examples; providing hands-on experience; and explaining concepts in a variety of ways
- Be prepared for lectures and provide material with knowledge and enthusiasm
- Accommodate students' various religious denominations – it is the right of all students to observe recognized holidays of their faith, which fall within the academic year. As such, arrangements can be made to ensure studies are not jeopardized (although please inform me of an absence, ideally at least three weeks in advance, especially if special arrangements are sought)

- Be prompt in returning graded assignments. Provide students with ample guidance in correcting errors and mistakes.
- Provide students with ample notice of any unexpected absences

ASSIGNMENT DESCRIPTIONS

Questionnaire construction assignment **due: February 28**

This assignment involves outlining a survey research question and constructing an appropriate questionnaire. Students select their own research topics and are encouraged to engage in subject matter that is relevant to your thesis or dissertation research. Additional information about this assignment will be provided early in the course.

Class presentation (dates vary by student)

All MA students are expected to present a 15-minute paper on a course topic. Topics for the presentations are distributed at the first lecture and selected during the second lecture. Students will make a short presentation and will lead a short discussion about their topic. They will also prepare a paper outline of their presentation, including useful references, to distribute to other seminar participants. Students will be graded on the content and quality of the presentation and the handouts. A peer review, conducted by all students, will aid the instructor in assessing the appropriate grade. Students are invited to discuss their topics with the instructor in advance of their presentation.

Preparation of Journal Article

A dataset from which the term paper will be based is provided at the beginning of the course. For those students not familiar with SPSS, the lab is mandatory. Lab dates and lab instructor will be made available at the beginning of the course. More details on the research project to follow.

Part One: data analysis: ***due 04 April***

Part Two: completed journal paper ***due 11 April***

Class Participation

A successful graduate class depends on student participation. Participation means not missing class, participating in class discussion, being prepared to discuss weekly readings and other activities. At least twice per semester, two students (who are not presenting that day) will be randomly asked to a) summarize the week's readings and b) prepare at least three questions for class discussion. This last activity will form the bulk of the professor's grade for this portion of the course.

All assignments are expected to be structurally and grammatically correct. Marks are deducted for these mistakes.

Grade Weights

Assignment 1 Questionnaire	20%
Assignment 2 Class Presentation:	20%
Assignment 3 Final Paper	

-data analysis	20%
-journal article	30%
-participation	10%
Total	100%

GRADE DISTRIBUTION

<i>Grade Distribution:</i> A+ 90-100	B+ 75-79	C+ 65-69	D 50-59
A 80-89	B 70-74	C 60-64	F 0-49

ASSIGNMENT EXTENSIONS AND LATE PAPER SUBMISSION POLICY

Any student who misses a deadline for an assignment must provide a doctor's note (or appropriate equivalent). **This will be strictly enforced.** Furthermore, *the professor must be contacted by the student (even if she or he does not have appropriate documentation at that time) prior to missing the deadline.* Any student who does not inform me (by phone/voice mail/office hours) **prior** to they would like consideration for an extension **will not** be allowed to submit that assignment. This policy is strictly enforced.

- *All assignments* must be completed in order to assess a final grade. Students who fail to complete all or parts of the course will fail the course.
- *Late term papers and term paper outlines will be penalized 10% per day late (including weekends) to a maximum penalty of 70%.* In the event of a medical emergency or other serious problem, extensions to the term paper may be granted but only if I am contacted prior to the deadline.
- Any student who submits an assignment or test that the professor or lab instructor suspects is plagiarized must submit to an oral examination based on the material in the assignment or paper. Should the professor find that the paper is plagiarized or data fabricated as a result of this examination the student will face immediate disciplinary action. (please see Academic Integrity, page 8)
- *Students are not permitted to reschedule presentations and assignments regardless of the scheduling of examinations and assignments in other courses.*

REFERENCING STYLE

The professor prefers APA as referencing style. However, she will accept other referencing styles—which should accommodate students from outside of sociology who might be using different systems. Please ensure that whatever style you use that the formatting is correct and all the relevant information is available.

ADDITIONAL COURSE REGULATIONS

Please read these very carefully. These regulations ensure equity among students and are intended to make the class more productive and enjoyable for everyone.

- The University of Manitoba acknowledges the right of students to observe recognized Holy Days of their faith that fall within the academic year. The instructor should be notified in writing of a student's intended absence at least three weeks in advance.
 - 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.
 - The VW date for this course is **March 20 2019**. Graduate students must obtain permission from their department and the Faculty of Graduate Studies before they are permitted to withdraw from any class.
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ACADEMIC INTEGRITY

Academic integrity is a cornerstone for any research. The professor has extensive (and unfortunate) experience in dealing with all forms of academic dishonesty. The penalties for graduate students who are dishonest in their studies are severe. Students suspected of submitting dishonest work and/or data will be immediately reported to the Faculty of Graduate Studies. University policy on academic integrity will be enforced. A full description of academic integrity matters, including plagiarism and cheating, can be found in Section 8 of the *General Academic Regulations and Requirements of the University of Manitoba*.

Academic dishonesty includes, but is not limited to:

- Copying all or parts of assignments or tests from Internet web-pages or on-line journals, all or parts of chapters from books, journal articles, newspaper articles or other documents
- Copying all or parts of other students' tests or assignments
- Having someone else write your paper or test
- Writing your paper in a language other than English and having someone or some program translate it
- Working with other students to complete assignments or tests
- Paraphrasing an author's ideas without proper referencing of their ideas
- Submitting falsified data as part of an assignment, test or thesis/dissertation
- Re-submitting all or part of a paper previously written for another course (self-plagiarizing)

Academic dishonesty is not tolerated in this course. The instructor uses a variety of methods to check for academic dishonesty and has access to software to uncover plagiarism on the Internet. **The penalties are severe may include failing the course and/or expulsion from the university.** If you would like further clarification regarding plagiarism and academic integrity, please arrange an appointment to see me. I would rather you ask me if you are unsure about integrity rather than guessing.

The Faculty of Arts also reserves the right to submit student work that is suspected of being plagiarized to Internet sites designed to detect plagiarism. I strongly urge students to visit the following websites for more information about academic integrity and how to avoid problems:

http://umanitoba.ca/faculties/graduate_studies/media/academic_dishonesty.pdf
http://umanitoba.ca/student/resource/student_advocacy/AI-and-Student-Conduct-Tutorials.html

I greatly value the opinions and beliefs expressed by Dr Bill Taylor in the following article “A Letter to My Students”. Please read it if you would like to know more about my philosophy on academic integrity as this letter to students is a very good summary of my expectations of you and your expectations of me. http://umanitoba.ca/faculties/graduate_studies/media/Letter_To_My_Students.pdf

I welcome any questions you may have about academic integrity and I am very happy to help no matter how big or small the problem.

Some words for inspiration

There are two kinds of people in this world, those who can extrapolate from data.

The latest survey shows that 3 out of 4 people make up 75% of the world's population.