SOCI 4445.001 (LECTURE) AND SOCI 4445.201 (LAB)  SOCIAL RESEARCH METHODS  FALL 2014

Instructor: Pamela S. Meyer, Ph.D.
Class: MW 2:00-3:15 p.m.  CS 103
Office: Bay Hall, Office 338
Hours: 11:00-12:30 TR; 1:00-2:00 MW; or by appointment
Phone: 825-5818 (office)
E-mail: Pamela.Meyer@tamucc.edu
WEB: Blackboard SOCI 4445.001

COURSE DESCRIPTION
As an introduction to social research methods, this course acquaints the student with all aspects of social research. The course begins with an examination of the logic of scientific investigation of social phenomena: analysis of theoretical statements, problem formulation, and selection of indicators/measures of concepts. Then, we will cover most of the major types of data collection including content analysis, secondary analysis, survey methods, and experiments. This course also emphasizes how the computer can aid in the research process. Social statistics is a prerequisite for this course. By the end of the course, students will have practical experience with the research process through designing a study, gathering data, analyzing data and producing a research report.

COURSE GOALS AND STUDENT LEARNING OUTCOMES
The major goal of the course for the student is to understand the logic of social scientific research. This course is important for two reasons. First, it is intended to help students become more sophisticated consumers of information, especially information from professional journals. Secondly, it helps students develop research skills which may be needed in a professional career setting. By the end of the semester, each student should be able to do the following:

1. Demonstrate an understanding of the nature of science, theory and the logic of induction, deduction, and testing.
2. Develop a clear research question.
3. Apply the major research designs appropriately.
4. Demonstrate an understanding of the issues involved in measurement of concepts.
5. Demonstrate an understanding of data collection methods.
6. Prepare data for analysis.
7. Analyze data and test for significance.
8. Write a clear and concise research report.

TEXTBOOKS
EVALUATION CRITERIA

1. Evaluation is done on a point basis as listed below:
   - Lab and homework assignments.............................100
     includes numerous lab and in-class exercises that
     illustrate the main points for that week. The exercises
     will prepare you for the exams and final project.
     (To calculate grade, take total points possible and
     divide into total points earned and multiply by 100.)

   - Exams...........................................................................200
     includes two (2) exams, each worth 100 points.
     All exams are compulsory regardless of the
     number of points you earn. NOTE: MAKE-UP
     EXAMS ARE GIVEN ONLY WITH PERMISSION
     OF THE INSTRUCTOR AND WITH PRIOR
     ARRANGEMENT.

   - Final Project.................................................................100
     requires participation in a class research project
     and final paper using the American Sociological
     Association publication protocol. Chapter 17 in the
     Babbie text provides general guidelines for reading
     and writing social research. I will distribute more
     specific guidelines for the paper in class.

2. Grade assignment using the points system:
   - A = 360 - 400
   - B = 320 - 359
   - C = 280 - 319
   - D = 240 - 279
   - F = 0 - 239

CLASS ATTENDANCE

Since this class stresses application of information, attendance in class and lab
are extremely important. Class attendance records are maintained and utilized for two
purposes. First, it aids in counseling a student who is experiencing difficulties with
some parts of course. Secondly, it functions as an additional factor to consider in
determining the course grade. It is the responsibility of the student to consult with
instructors for make-up assignments and other work missed after an absence. All late
work will be penalized.

DROPPING A CLASS

I hope no student needs to drop this course. Events sometimes occur, however,
that make dropping a course necessary or wise.
ACADEMIC ETIQUETTE AND HONESTY

Academic etiquette is required in universities to insure an atmosphere conducive to learning. Universities expect students to demonstrate a high level of maturity, self-direction and acceptable social behavior in and out of the classroom. In any class, an individual can feel anonymous and his/her behavior may seem irrelevant. As a result, an individual may feel that his/her talking with a neighbor, using a cell phone, leaving early or arriving late will not matter. Such actions, however, are distracting for both other students and the instructor. My job is to provide the best learning environment possible. If a student’s behavior interferes with others’ learning in the classroom, the student may be asked to leave the classroom.

As discussed in the college catalog, students are expected to demonstrate academic honesty. All forms of cheating, forgery, or plagiarism (presentation of the work of another as one's own) are grounds for disciplinary action.

ACADEMIC ADVISING

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

NOTICE TO STUDENTS WITH DISABILITIES

Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Corpus Christi Hall #116, at 825-5816. If you need disability accommodations for this directed independent study, please see the instructor as soon as possible.

GRADE APPEAL PROCESS

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

TENTATIVE CLASS SCHEDULE AND ASSIGNED READINGS FOR SOCI 4445.001 - FALL 2014
<table>
<thead>
<tr>
<th>DATE ASSIGNMENTS</th>
<th>DISCUSSION TOPIC</th>
<th>READING</th>
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<tbody>
<tr>
<td>8/27</td>
<td>INTRODUCTIONS AND OVERVIEW</td>
<td>Read the syllabus</td>
</tr>
<tr>
<td>9/1</td>
<td>NO CLASS—LABOR DAY</td>
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<tr>
<td>9/3-9/8</td>
<td>I.  INTRODUCTION TO INQUIRY</td>
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<tr>
<td></td>
<td>A. What is Human Inquiry?</td>
<td>Babbie:1</td>
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<td></td>
<td>B. What is Science?</td>
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<td>9/10+9/15</td>
<td>C. How are Theory and Research Related?</td>
<td>Babbie:2</td>
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<td>9/17</td>
<td>D. Ethics</td>
<td>Babbie:3</td>
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<tr>
<td>9/22+9/24</td>
<td>II. STRUCTURING INQUIRY</td>
<td></td>
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<td></td>
<td>A. Research Design</td>
<td>Babbie:4</td>
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<tr>
<td>9/29</td>
<td>RESEARCH QUESTION DUE USING GENERAL SOCIAL</td>
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<tr>
<td>SURVEY DATA</td>
<td></td>
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<td>10/1+10/6</td>
<td>C. Conceptualization, Operationalization and Measurement</td>
<td>Babbie:5 &amp; 9</td>
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<tr>
<td>10/8</td>
<td>LITERATURE REVIEW DUE</td>
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<tr>
<td>10/15</td>
<td>TEST I (Chapters 1, 2, 3, 4, 5, and 6)</td>
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<tr>
<td>10/20+10/22</td>
<td>E. Logic of Sampling</td>
<td>Babbie:7</td>
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<td>10/27+10/29</td>
<td>III. MODES OF OBSERVATION</td>
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<td>A. Survey Research and</td>
<td>Babbie:9</td>
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<td>Questionnaire Construction</td>
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<tr>
<td>10/29</td>
<td>LITERATURE REVIEW REVISIONS AND METHODS SECTIONS DUE</td>
<td></td>
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<tr>
<td>11/3</td>
<td>B. Experiments</td>
<td>Babbie:8</td>
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<tr>
<td>11/5</td>
<td>C. Unobtrusive Research</td>
<td>Babbie:11</td>
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<td>11/10+11/12</td>
<td>IV. ANALYSIS OF DATA</td>
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<td></td>
<td>A. Quantitative Data Analysis</td>
<td>Babbie:14</td>
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<td>B. Hypothesis Testing</td>
<td>Babbie:16</td>
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</tbody>
</table>
C. Elaboration Model  
D. Discuss paper issues

Babbie:15  
Babbie:17

Qualitative Research and Analysis  

Babbie:13

RESEARCH PAPERS DUE

GRADED RESEARCH PAPERS RETURNED  
Final Review - Jeopardy!

DEAD DAY - no classes - STUDY, STUDY!!!

FINAL EXAM –1:45-4:15 PM

TENTATIVE LAB SCHEDULE FOR SOCI 4445-FALL 2014  
(note: Lab meets in OCNR 243 on Wednesdays from 3:30-4:30)

<table>
<thead>
<tr>
<th>DATE</th>
<th>LAB TOPIC/EXERCISE</th>
<th>READING FROM BABBIE &amp; HALLEY ZAINO</th>
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<tbody>
<tr>
<td>9/3</td>
<td>Some Basics</td>
<td>Chapters 3&amp;4</td>
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<tr>
<td>9/10</td>
<td>Theory and Research</td>
<td>Chapters 1&amp;2</td>
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<td></td>
<td>The Logic of Measurement</td>
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<tr>
<td>9/17</td>
<td>Describing Data</td>
<td>Chapter 5</td>
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<td>Presenting Data in Graphic</td>
<td>Chapters 6</td>
</tr>
<tr>
<td>9/24</td>
<td>Recoding Data</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>10/8</td>
<td>Composite Measures</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>10/15</td>
<td>NO LAB</td>
<td></td>
</tr>
</tbody>
</table>
10/22 Sampling Chapter 3
10/29 Bivariate Analysis Chapter 10
11/5 Measures of Association Chapter 13
11/12 Tests of Significance Chapter 14
11/19 Work on individual projects
11/26 Work on individual projects