

Sociology 3301-001 Survey Methods

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Office hours 2pm Mondays, Ketchum 208

Purposes:

- To solidify your knowledge of social statistics and apply that knowledge to social research using surveys.
- To improve your skills at writing technically, critical thinking and scientific reasoning.
- To present social research methods and techniques from a survey research perspective.

Prerequisites: You must have a working knowledge of statistical inference, descriptive analysis and regression techniques. This is not negotiable. These statistical methods will not be taught in full here. In other words, if you have not taken statistics, do not take this class.

Texts: Babbie, E. (1998) Survey Research Methods-2nd Edition. Belmont, CA: Wadsworth.
Sweet, Stephen and K. Grace-Martin (2003) Data Analysis with SPSS—2nd Edition.
Boston: Allyn and Bacon.

Disability Statement

If you qualify for accommodations because of a disability, please submit to me an letter from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Willard Hall 322, and www.colorado.edu/disabilityservices.

Religious services and holidays

Campus policy regarding religious observances requires that faculty make every effort to reasonably and fairly deal with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. In this class, please inform me **before** the event or holiday and I will accommodate you. If you inform me after the event or holiday, I will not accommodate you. Students can see full details of this policy at www.colorado.edu/policies/fac_relig.html.

Classroom Behavior and Lateness Policy

Students and faculty each have a responsibility for maintaining an appropriate learning environment. Students who fail to adhere to behavioral standards may be subject to discipline. Faculty have the responsibility to treat students with understanding, respect and dignity, to guide classroom discussion, and to set reasonable limits on the manner in which students express opinions.

There are topics in my classes that are controversial, medically oriented and occasionally personal and graphic. Please understand that my intent is to provide information, not to influence your opinions, or make outrageous statements or assertions.

Every opinion is treated with respect and your right to hold that opinion is protected.

I treat you as adults. You will be held to that standard regardless of circumstances. If you are going to be late with an assignment, absent for a test, or absent from a required presentation or class you **MUST inform me prior to the event in question**. This rule **INCLUDES** illness, deaths in the family and any other event. I will hold you to this standard, so do not test me. The only exceptions are your death or your unconsciousness/coma.

Honor Code Policy

All students of the University of Colorado are responsible for knowing and adhering to the academic integrity policy

of the institution. Violations of this policy include:

- a) cheating
- b) plagiarism (document sources very carefully and rigorously)
- c) aiding others in academic dishonesty,
- d) fabrication and lying,
- e) bribery and
- f) threatening behavior.

All incidents of academic misconduct will be reported to the Honor Code Council. If you are found to be in violation of University policy, you will be subject to sanctions from the instructor and the University including but not limited to probation, expulsion, and suspension. The Honor code can be found at www.colorado.edu/policies/honor.html.

Sexual Harassment

The University of Colorado policy on sexual harassment applies to all students, staff and faculty. Sexual harassment is unwelcome sexual attention. It can involve intimidation, threats, coercion, or promises that create an environment that is hostile or offensive. Harassment can occur between members of the opposite sex, those of the same sex, students, staff, faculty or administrators, and may occur anywhere on the campus or related to campus activities. Any student, faculty or staff who believes that he/she has been sexually harassed should contact the Office of Sexual Harassment (OSH) at 303-492-2127 or the Office of Judicial Affairs at 303-492-5550. Further information may be found at www.colorado.edu/sexualharassment.

Class and Laboratory Meetings: The class will meet in a classroom for lectures and Leeds 101 for lab sessions on Tuesdays. The labs will be supervised and are for your own edification. Assignments will be made and descriptive/regression products will have to be presented for your project but the purpose of the lab is to familiarize you with SPSS and these techniques so that you may do well on your project for the class. Lab sessions usually will meet on Thursdays. Lectures are on Tuesdays. Class attendance is advisable—this is too difficult a class for you to miss instruction and lab time. There is not enough room in the lab for everyone so please share. Attempts have been made, without success, to find a bigger lab. You may use the lab in the basement of Ketchum if you desire.

Survey used: General Social Survey

Statistical Package: SPSS

Course Requirements: Tests at midterm covers the first half of the course didactics. Final will cover second half didactics. The tests will count 50% of your grade. No late tests unless PRIOR permission is given. Final paper is minimum 10 pages in length, double-spaced, 12 font size, with references (8-10; ASA format). Standard juried paper format will be followed. No newspapers, magazines or web sites will be cited. Library research and drafts/proposals will be periodically required, as well as the final paper. The timing of these assignments is listed in this syllabus. The paper will be due on at the time of the final. Late papers/proposals/drafts will not be accepted without PRIOR permission. The paper and associated documents will count 40% of your grade (Research question=5%; Analysis=5%; Literature Review=5%; Proposal=5%; and Paper=30%). Grading will be on the standard CU grading scale.

Class Schedule

Wk 1-- Syllabus, lab procedures, class format and expectations
Social Science Inquiry and science
Theory and Practice
Paradigms and paradigm shifts
Survey Methods Chapter 1 and 3

Wk 2-- What is a dataset? Using and perusing data. Starting SPSS
What is the GSS? How do you use it?
Objectivity and Reality
The Nature of Causation
Looking at the GSS. Recoding variables.
Survey Methods Chapter 2
Data Analysis Chapters 1 and 2

Wk3 --What is a research question?
Conceptualization Operationalization
Frequency tables. Choice of variables.
Descriptives.
Survey Methods Chapter 7
Data Analysis Chapters 3 and 4

Wk 4-- Research Designs I and II
More Looking at GSS. Cross tabs. Operationalization
Survey Methods Chapter 4
Data Analysis Chapter 5

One page summary of paper topic due including a list of hypotheses.

Wk 5 -- Literature Searches and Literature reviews Survey Methods Chapter 5-6
In lab we will use Chinook and library resources
Must be able to recode variables, do crosstabs and frequencies by this period of the course.

Wk 6 -- Composite measures and Indexes
Survey Methods Chapter 8
Descriptives due

Wk 7 -- Review for midterm Tuesday, **Midterm on Thursday**

Wk 8 Choosing dependent variables and independent variables of interest
Bivariate and univariate analysis-descriptive and regression
Data Analysis Chapters 3 and 5
Literature Review Due on Tuesday, off Thursday

Wk 9 – Tuesday--Correlation and association Significance

Data Analysis Chapter 6

Thursday -- The logic of Sampling

Statistical versus actual significance

Survey Methods 16-17; 5-6

Vacation

Wk 10 Refining hypotheses

What is a research proposal? Discuss research proposal expectations

How to present results, tables and graphs

Control Variables

Multivariate analysis Linear regression

Survey Methods Chapter 16

Data Analysis Chapter 7

Turn in Proposals on Friday by 5pm

Wk 11 Research question review, Critique, Writing results and format

Multivariate analysis Logistic Regression

Survey Methods Chapter 18

Data Analysis Chapter 8 and 9

Wk 12 Questionnaire Design

Data collection

Lab: -help with research

Survey Methods Chapters 9-12

Wk 15 Advanced survey design-longitudinal, panel, experimental and multi-level designs

Generalizability

Survey Methods Chapter 19

Ethics and politics

Causation or correlation?

Draft of results due if you wish me to review them

Weeks 13, 14 (Thursday off) and 16 in lab completing analysis and writing

Paper due at 5pm day of the final

Final TBA