

SOCIOLOGY 301: METHODS OF SOCIAL RESEARCH

Tuesdays and Fridays:

9:50 – 11:00am (PNE127)

Wednesdays (April and May):

9:50 – 11:00am (PNE130)

Prof. Joe Swingle

PNE332, x3841

Office hours:

Tue and Fri: 11:00am-12:30pm

This course introduces a number of different data-collection procedures and analytical strategies used by sociologists to study the social world. We can broadly categorize these into qualitative methods and quantitative methods. Quantitative methods—like surveys and experiments—typically center around numerical measurement of some kind while qualitative methods—case studies, ethnographies, in-depth interviews, life histories, and social histories of a group—typically do not. Students will gain hands-on experience with both quantitative and qualitative methods by executing three small-scale research projects. This course will build on the statistics you learned in Econ103/Soc190 (formerly QR199).

Course requirements:

Project 1: Observational or interview study	100 points
Project 2: Content analysis	100 points
Project 3: Survey	100 points
Problem sets / short assignments	50 points

Required Texts:

Title	Author	Amazon New	Amazon Used (as of 30 Jan 2006)
<i>Approaches to Social Research, 4th edition.*</i>	Royce A. Singleton and Bruce C. Straits (2005)	\$67.45	\$48.95 (34 for sale)
<i>Multiple Regression: A Primer</i>	Paul Allison (1999)	\$35.05	\$25.00 (3 for sale)

* The 3rd edition would also work and is no doubt cheaper, but I will be using the newer 4th edition and assigning the readings and some chapter-ending problems from this edition. If you use the 3rd edition, it will be your responsibility to make sure you read the correct pages and do the correct problems.

Supplemental Texts (do not buy!)

STATA REFERENCE: (on reserve at Knapp)

- Hamilton, Lawrence C. 2004. *Statistics with Stata: Updated for Version 8*. Belmont, CA : Brooks/Cole-Thomson Learning.
(The version 7 edition of this book is also a good reference but Wellesley recently upgraded to STATA 8 so it is not quite as helpful as the version 8 edition.)

ECON103/SOC190 REVIEW: (on reserve at Knapp)

- Freund, John. 1999. *Statistics: a first course*. Upper Saddle River, N.J.: Prentice Hall.
- Anderson, David Ray et al. 2006. *Essentials of statistics for business and economics*. Mason, Ohio : Thomson/South-Western.

Key:

JS = JSTOR	ER = E-Reserves	FC = First Class course conference
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- 31-Jan Introduction to the course
- 3-Feb The nature of science
. Chapter 1-2 in Singleton
- 7-Feb Research design and measurement
. Chapter 3-4 in Singleton
. Chapter 1 in *Designing Social Inquiry* (ER)
- 10-Feb Research design and measurement (continued)
. Edmundson, Mark. 1997. "On the Uses of a Liberal Education As Lite Entertainment for Bored College Students" *Harper's* (September). (FC – "Soc 301 Readings")
- 14-Feb Field research
. Chapter 10 in Singleton
. Snow, David et al. 1991. "Cooling out men in singles bars and nightclubs" *Journal of Contemporary Ethnography* 19:423-49. (FC)
. Fussell, Paul. 1983. *Class*. New York: Ballantine Books. Read Chapter 3, "Appearance Counts." (ER)
- 17-Feb Field research
. Snow, David and Leon Anderson. 1987. "Identity work among the homeless." *American Journal of Sociology* 92:1336-1371 (JS)
. Aries, Elizabeth and Maynard Seider. 2005. "The interactive relationship between class identity and the college experience: the case of lower income students." *Qualitative Sociology* 28(4): 419-443. (JS)
. **HANDOUT: Project 1 guidelines (due Monday, March 13th by 5pm)**
- 21-Feb Field research
. *Film*: "Roger and Me"
- 24-Feb Field research (continued)
. *Film*: "Roger and Me" + discussion
- 28-Feb Content analysis
. pages 371-376 in Singleton's Chapter 11 (the section on content analysis)
. McArthur, L.Z. and B.G. Resko. 1975. "The portrayal of men and women in American television commercials." *The Journal of Social Psychology* 97:209-20. (ER)
. Davis, S. 1990. "Men as success objects and women as sex objects: A study of personal advertisements." *Sex Roles* 23:43-50. (ER)
. Kim, Minjeong and Angie Chung. 2005. "Consuming Orientalism: Images of Asian/American Women in Multicultural Advertising." *Qualitative Sociology* 28(1): 67-92. (JS)
- 3-Mar Content analysis (continued)
. TBA (Converse/Presser or Neuendorf)
. Gilens, M. 1996. "Race and poverty in America: Public misperceptions and the American News Media." *The Public Opinion Quarterly* 60(4): 515-540. (JS)
- 7-Mar Experimentation and experimental designs
. Chapters 6-7 in Singleton
. Bertrand, Marianne and Sendhil Mullainathan, "Are Emily and Brendan More Employable than Latoya and Tyrone? A Field Experiment on Labor Market Discrimination," NBER Working Paper No. 9873, July 2003. <http://www.nber.org/digest/sep03/w9873.html>
(This was later published as "Are Emily and Brendan More Employable than Latoya and Tyrone? Evidence on Racial Discrimination in the Labor Market from a Large Randomized Experiment" September 2004, *American Economic Review*).

- 10-Mar Experimentation (continued)
 . *Film*: Obedience (45 min)
 . Milgram, Stanley. 1963. "Behavioral study of obedience" in *Journal of Abnormal and Social Psychology*, Vol. 67, pp. 371-378. (ER)
- 14-Mar Research ethics
 . Chapter 16 in Singleton
 . Milgram, Stanley. 1974. *Obedience to Authority*. New York: Harper and Row. Appendix I "Problems of ethics in research." pp.193-202 (ER)
 . Rosenhan, D.L. 1973. "On Being Sane in Insane Places." *Science* 179:250-258 (JS)
 . **HANDOUT: Project 2 guidelines (due Monday, April 10th by 5pm)**
- 17-Mar Research ethics
 . Laud Humphreys. "Tearoom Trade: Impersonal Sex in Public Places" *Trans-Action*. January 1970. pp. 11-25. (ER)
 . ASA Code of Ethics: Intro, Preamble, General Principles, Ethical Standards 1 through 13 (www.asanet.org/members/ecoderev.html)

MIDTERM BREAK

- 28-Mar Research using available data
 . Chapter 11 in Singleton
 . "Recruitment to High-Risk Activism: The Case of Freedom Summer," Doug McAdam *The American Journal of Sociology* Vol. 92, No. 1 (Jul., 1986), pp. 64-90 (JS)
- 31-Mar Research using available data (continued)
 . Cott, Nancy F. 1983. "Divorce and the changing status of women in eighteenth-century Massachusetts" in *The American Family in Social-Historical Perspective*, Michael Gordon (ed). New York: St. Martin's Press. pp. 347-371. (ER)
 . Ruggles, Steven. 1994. "The Origins of African-American Family Structure." *American Sociological Review* 59:136-151. (JS)
 . "The Debate on Historical Sociology: Rational Choice Theory and Its Critics," Edgar Kiser and Michael Hechter. *The American Journal of Sociology* Vol. 104, No. 3 (Nov., 1998), pp. 785-816 (JS)
- 4-Apr Survey research and survey instrumentation
 . Chapters 8 and 9 in Singleton
- 7-Apr Survey research and survey instrumentation
 . Wechsler, H.A. et al. 1994. "Health and behavioral consequences of binge drinking in college: A national survey of students at 140 campuses." *Journal of the American Medical Association* 272:1672-77. (ER)
 . Cook and Ludwig. 1997. "Weighing the burden of acting white," *Journal of Policy Analysis and Management* 16(2): 256-278.
- 11-Apr Sampling
 . Chapter 5 in Singleton
 . Heckathorn, Douglas and Joan Jeffri. 2001. "Finding the beat: using respondent-driven sampling to study jazz musicians." *Poetics* (28): 307-329.
 . Taylor-Powell, Ellen. *Sampling* (FC) [optional reading]
 . **HANDOUT: Project 3 guidelines (due Monday, May 15th by 5pm)**
- 14-Apr Multivariate analysis and the idea of statistical control
 . pages 483-496 in Ch 15 of Singleton
 . "The Elaboration Model," in *The Practice of Social Research* by Earl Babbie (ER)
- 21-Apr Multivariate analysis: 3-way crosstabs
 . Chapter 16 in *Statistics: A Tool for Social Research* by Joseph Healey (ER)

- 25-Apr Simple regression
- . Gary Smith. 1988. *Statistical Reasoning*. Boston: Allyn and Bacon. Chapter 14. (FC)
 - . Preface in Allison
 - . Chapter 5 (“How does bivariate regression work?”) in Allison
- 28-Apr Multiple regression
- . Gary Smith. 1988. *Statistical Reasoning*. Boston: Allyn and Bacon. Chapter 15. (ER)
 - . Chapter 1 (“What is multiple regression?”) in Allison
 - . OPTIONAL: pages 496-511 in Chapter 15 of Singleton
- 2-May Multiple regression
- . Chapter 2 (“How do I interpret multiple regression results?”) in Allison
 - . Chapter 3 (“What can go wrong with multiple regression?”) in Allison
 - . Michaels, James W. and Terance D. Miethe. 1989. “Academic effort and college grades.” *Social Forces* 68(1): 309-319.
- 5-May Multiple regression and index construction
- . Chapter 8 (“How can multiple regression handle nonlinear relationships?”) in Allison. Focus on sections 8.5 through 8.7. All other sections are optional.
 - . pages 384-389 in Chapter 12 of Singleton
 - . Knoke and Bohrnstedt, “Index construction.” (FC)
 - . TBA: Roslyn Mickelson or Erik Olin Wright.
- 9-May Conclusion / Wrapping up loose ends
- . Moffitt, Robert. “Perspectives on the Qualitative-Quantitative Divide” (FC)

Wednesday labs will meet as follows:

- 5-Apr Introduction to Survey Monkey
- 12-Apr Excel sampling and introduction to STATA
- 19-Apr STATA instruction
- 26-Apr STATA instruction
- 10-May STATA help for Project 3 (optional)

Soc 301 Spring 2006

TWF 9:50-11:00

	Mon	Tue	Wed	Thu	Fri
1	JAN 30 Classes begin	31 Introduction	FEB 1	2	3 Nature of science
2	6	7 Research design	8	9	10 Research design
3	13	14 Field research	15	16	17 Project 1 assigned Field research
4	20 NO CLASSES	21 Field research	22	23	24 Field research
5	27	28 Content analysis	MAR 1	2	3 Content analysis/sampling
6	6	7 Experimentation	8	9	10 Experimentation
7	13 Project 1 due	14 Project 2 assigned Research ethics	15	16	17 Research ethics
	20	21	22	23	24
Spring Break					
8	27	28 Available data	29	30	31 Available data
9	APR 3	4 Survey research	5 Lab: Survey Monkey	6	7 Survey research
10	10 Project 2 due	11 Project 3 assigned Sampling	12 Lab: Sampling and STATA	13	14 Multivariate analysis
11	17 NO CLASSES	18 Monday schedule	19 Lab: STATA	20	21 Multivariate analysis
12	24	25 Simple regression	26 Lab: STATA	27	28 Multiple regression
13	MAY 1	2 Multiple regression	3 RUHLMAN	4	5 Index construction
14	8	9 Conclusion	10 Last day of classes Lab: Proj 3 help	11 Reading period	12 Reading period
	15 FINALS Project 3 due	16 FINALS	17 FINALS	18 FINALS	19 FINALS
	22	23	24 Senior grades due	25	26
	29	30	31	JUN 1 COMMENCEMENT	2
	5 Grades due 4:30pm				