

SOCIOLOGY 301: METHODS OF SOCIAL RESEARCH

Spring 2007

Wednesdays:
4:00p – 6:30p (PNE127)

Prof. Joe Swingle
PNE332, x3841
Office hours: Tue and Fri: 2:45p – 4:45p

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. This course, particularly the first half of the course, will build on the statistics you learned in Econ103/Soc190.

Course requirements:

Midterm exam	25%
Final exam	25%
Final project	40%
Problem sets/short assignments	10%

Required Texts:

Title	Author	Amazon New	Amazon Used (as of 29 Jan 2007)
<i>Approaches to Social Research, 4th edition.*</i>	Royce A. Singleton and Bruce C. Straits (2005)	\$68.81	\$49.09 (34 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 (no need to purchase):

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.

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.)

Key:

JS = JSTOR	ER = E-Reserves	FC = First Class course conference
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31-Jan Introduction to the course

7-Feb Research design

- . Chapter 1-2 (skim) and 3-5 in Singleton/Straits
- . OPTIONAL: Taylor-Powell, Ellen. *Sampling* [<http://learningstore.uwex.edu/pdf/G3658-3.PDF>]

14-Feb Bivariate statistics: Cross-tabulations and simple regression (regression with one independent variable)

- . Chapter 8 in Alan Agresti and Barbara Finlay. *Statistical Methods for the Social Sciences*. New Jersey: Prentice Hall, 1997. (ER) [[SOC301-AnalyzingAssociation](#)]
- . Chapter 12 in David Anderson, D. Sweeney, and T. Williams, *Essentials of Statistics for Business and Economics 4e*, pp. 464-523. Mason, OH: Thomson South-Western, 2006. (ER) [[SOC301-SimpleLinearRegression](#)]

21-Feb Multivariate statistics: The elaboration model and three-way cross-tabulations

- . pages 483-496 in Singleton/Straits
- . "The Elaboration Model," in *The Practice of Social Research* by Earl Babbie (ER) [[SOC301 Practice of Social Research Babbie](#)]
- . Chapter 16 in *Statistics: A Tool for Social Research* by Joseph Healey (ER) [[SOC301 Chap 16 Statistics Healey](#)]

28-Feb Multivariate statistics: Multiple regression (regression with multiple independent variables)

- . pages 496-511 in Singleton/Straits
- . Gary Smith. 1988. *Statistical Reasoning*. Boston: Allyn and Bacon. Chapter 15. (ER) [[SOC301 Chap 15 Smith](#)]

7-Mar Multiple regression (continued): Dummy variables and interaction effects

- . A.H. Studenmund, *Using Econometrics: A Practical Guide*, pp. 66-92. Reading, MA: Addison-Wesley, 1997. (ER) [[SOC301-LearningToUseRegressionAnalysis](#)]
- . Paul Allison, *Multiple Regression: A Primer*, pp. 49-70. Thousand Oaks, CA : Pine Forge Press, 1999. (ER) [[SOC301-WhatCanGoWrongWithMultipleRegression](#)]
- . Michaels, James W. and Terance D. Mieth. 1989. "Academic effort and college grades." *Social Forces* 68(1): 309-319. (JS)

14-Mar MIDTERM EXAM

28-Mar Survey research

- . Chapters 8-9 in Singleton/Straits
- . Cook and Ludwig. 1997. "Weighing the burden of acting white," *Journal of Policy Analysis and Management* 16(2): 256-278. (ER) [[SOC301 Weighing the Burden Cook/Ludwig](#)]

4-Apr Using existing data – content analysis

- . Chapter 11 and pages 371-376 in Singleton/Straits
- . Gilens, M. 1996. "Race and poverty in America: Public misperceptions and the American news media." *The Public Opinion Quarterly* 60(4): 515-540. (JS)
- . Kim, Minjeong and Angie Chung. 2005. "Consuming Orientalism: Images of Asian/American Women in Multicultural Advertising." *Qualitative Sociology* 28(1): 67-92. (JS)

11-Apr Interviewing and field research

- . Chapters 10 in Singleton/Straits
- . Fordham and Ogbu. 1986. "Black students' school success: coping with the burden of acting white." *The Urban Review* 18(3): 176-206. (ER) [[SOC301 Black Students Success Fordham/Ogbu](#)]
- . Annette Lareau, Appendix, *Home Advantage*, p. 197-233. New York: Rowman & Littlefield Publishers, Inc., 2000. (ER) [[SOC301 Appendix Lareau](#)]

18-Apr Experiments and research ethics

- . Chapters 6-7 and 16 in Singleton/Straits
- . Steele, C. M., & Aronson, J. (1995). Stereotype threat and the intellectual test performance of African-Americans. *Journal of Personality and Social Psychology*, 69, 797-811. (JS)
- . Milgram, Stanley. 1963. "Behavioral study of obedience" in *Journal of Abnormal and Social Psychology*, Vol. 67, pp. 371-378. (ER) [[SOC301 Behavioral Study of Obedience Milgram](#)]
- . Milgram, Stanley. 1974. *Obedience to Authority*. New York: Harper and Row. Appendix I "Problems of ethics in research." pp.193-202 (ER) [[SOC301 Problems of Ethics in Research Milgram](#)]
- . *Skim*: ASA Code of Ethics: Intro, Preamble, General Principles, Ethical Standards 1 through 13 (www.asanet.org/members/ecoderev.html)

25-Apr To be announced.

2-May **NO CLASS – RUHLMAN CONFERENCE**

9-May Student presentations and wrap up

- . Moffitt, Robert. "Perspectives on the Qualitative-Quantitative Divide" (FC) [http://www.jcpr.org/newsletters/vol4_no1/articles.html]
- . Morton Hunt, *Profiles of Social Research*, 2-49. New York: Russell Sage, 1985. (ER) [[SOC301 Profiles Social Research Hunt](#)]