

**Sociology 105: Research Design and
Sociological Methods**
Spring 2014
Dr. Christopher Sullivan

Lectures: Wednesday 2pm – 5pm, 475 Barrows Hall

Labs: Mondays, 12pm – 2pm, 64 Barrows Hall (Basement Computing Lab)

Office Hours: Thursdays 1-3pm, 496 Barrows Hall

Sign-up at: <http://wejoinin.com/sheets/odasl>

E-mail: cbsully@berkeley.edu

Course Objectives: This course is an intermediate undergraduate social science research methods course. Whereas Sociology 5 provides an overview of multiple research methodologies, this course instead will emphasize training in two sociological methods: qualitative interviewing and quantitative survey research. In this course, students will hone their understanding of research design and social science methodologies through applied exercises and projects.

We will consider: selecting and framing a research question; sampling methods for quantitative and qualitative data; interview and survey question design; interview coding and analysis; quantitative data analysis; visual presentation of data; and writing up and presenting results for professional audiences. While this course will cover both qualitative interviewing and statistical methodologies, the course will focus more on quantitative methodologies. Beginning in week 8, students will be provided with an introduction to the Stata statistical software program.

Prerequisites: Sociology 5, or Permission of Instructor

Required Texts:

Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11th Edition). Pearson. ISBN-10: 0205570690.

* Note this is NOT the most recent edition. Used copies are available through Amazon.com and abebooks.com

Recommended Resources:

Babbie, Earl. *The Practice of Social Research*. Cengage Learning. Currently on the 13th edition – any edition after the 10th should be a great reference.

Acock, Alan C. 2012. *A Gentle Introduction to Stata*. Stata Press. ISBN-10: 1597181099

Grading:

| | |
|--------------------------|--|
| Assignments: | 25% (5 assignments x 5% each = 25%) |
| Final Project: | 15% (5% as in-class Presentation; 10% as Write-Up) |
| Class/Lab Participation: | 10% |
| Mid-term Exam: | 15% |
| Final Exam: | 35% |

*** There are no make-up exams. You must be present for the exams. ***

Attendance and Participation:

I expect you to attend both lecture and lab. Material in lecture will extend beyond the readings, and will also help you work through the assignments. You are responsible for all material covered in lecture, as well as all announcements made in class and through the course website. Consistent lecture attendance greatly enhances your chances of earning a good grade in this course.

Participation includes attendance, contribution to class discussion, and asking questions. Remember, quality of contribution is valued over quantity.

Special Accommodations:

Those requiring special accommodations for lecture, section, and/or exams should speak to the instructor or GSI early in the semester. A letter from DSP must accompany requests for exam accommodations: <http://dsp.berkeley.edu>.

Academic Integrity:

Students who are detected cheating will receive a failing grade, and be referred to Student Judicial Affairs. Cheating includes, but is not limited to, using notes (written or electronic) during an exam; copying another person's exam or assignment; allowing someone to copy your exam or assignment; having someone take an exam for you; or plagiarizing an assignment. Plagiarism includes copying other students' work on an assignment/exam or using electronic/internet resources without proper citation. Please refer to university guidelines on proper citations: <http://www.lib.berkeley.edu/TeachingLib/Guides/Citations.html>.

Website:

There is a website for Sociology 105 on bCourses:

<https://bcourses.berkeley.edu/courses/1195709>

All registered students should be automatically added to this site. Electronic copies of the readings will be posted here, and I will post supplementary readings here as well (study guides, lecture notes, etc.).

Course Outline

Week One: Course Introduction

Monday, January 20: No Class

Wednesday, January 22: Introduction to the Course

1. Alford, Robert R. 1998. "Introduction," and "The Craft of Inquiry" in *The Craft of Inquiry: Theories, Methods, Evidence*, Oxford University Press; Chapter 1, pp. 1-20.
2. "Writing for Sociologists" *Second Edition*. 2011. University of California, Berkeley. http://sociology.berkeley.edu/sites/default/files/documents/student_services/writing_guide/Writing%20for%20Sociology%20Guide%20Second%20Edition.pdf

Week Two: Key Concepts & Research Design

This week will cover variables and measurement. We will also focus on the earliest steps involved in sociological research: framing a research question and writing a literature review.

Monday, January 20: Key Concepts: Variables, Measurement

3. Babbie, Earl. 2007. "Conceptualization, Operationalization and Measurement," in *The Practice of Social Research, 11th edition*, Belmont, California: Thomson Wadsworth; Chapter 4, pp. 120-151.

Wednesday, January 22: Fundamentals of Research Design

4. Alford, Robert R. 1998. "Designing a Research Project," in *The Craft of Inquiry: Theories, Methods, Evidence*, Oxford University Press; Chapter 2, pp. 21-31.
5. Cuba, Lee. "Literature Reviews" in *A Short Guide to Writing About Social Science*. New York: Longman, pp. 68-78.

6. Locke, Lawrence F., Spirduso, Waneen Wyrick, and Stephen J. Wilverman. 2007. "Content of the Proposal," in *Proposals That Work: A Guide to Planning Dissertations and Grant Proposals*. Thousand Oaks, CA: Sage Publications, pp. 63-73.

Week Three: Inductive & Deductive Approaches to Research; Interviewing Basics

Monday, February 3: Inductive & Deductive Approaches to Research

7. Dey, Ian. 1999. "Introduction." in *Grounding Grounded Theory: Guidelines for Qualitative Inquiry*, New York: Academic Press; Chapter 1, pp. 1-12.

8. Cargan, Leonard. 2007. "The Conceptual Framework" in *Doing Social Research*, Lanham: Rowman & Littlefield; Chapter 3, pp. 29-41.

9. Stinchcombe, Arthur. 1968. "The Logic of Scientific Inference," in *Constructing Social Theories*, New York: Harcourt Brace and World; pp. 15-37.

Wednesday, February 5: Interviewing: Covering the Basics

10. Weiss, Robert. 1995. *Learning from Strangers: The Art and Method of Qualitative Interview Studies*. New York: Free Press. Selections.

***** Assignment One Due Wednesday 2/5 *****

Week Four: Interviewing: Asking Questions and Sampling Considerations

Monday, February 10: Question & Questionnaire Design

11. Fowler, Floyd J. 2009. *Survey Research Methods, 4th Ed.* Sage Publications. Chapters 6 and 7.

Wednesday, February 12: Sampling

12. Michael, R., J. Gagnon, E. Lauman, and G. Kolata. 1994. "The Sex Survey" in *Sex in America*. Boston: Little, Brown and Company: pp 15 -41.

13. Small, Mario L. 2009. " 'How Many Cases Do I Need?' On Science and the Logic of Case Selection in Field Based Research." *Ethnography*. 10(1): 5-38.

Week Five: Coding Interview Data; Research Ethics

Monday, February 17: Coding and Analyzing Interview Data

14. Weiss, Robert. 1995. *Learning from Strangers: The Art and Method of Qualitative Interview Studies*. New York: Free Press. Selections.

15. McIntyre, Lisa. 2004. *Need to Know: Social Science Research Methods*. McGraw-Hill Higher Education. Selections.

Wednesday, February 19: More on Interviewing: Techniques & Pitfalls

16. Waters, Mary C. 1999. "Black Identities: West Indian Immigrant Dreams and American Realities." Cambridge, MA: Harvard University Press; Appendix, pp. 347-371; 406-407.

17. Luker, Kristin. 1985. "World View of the Activists" in *Abortion and the Politics of Motherhood*, Berkeley: University of California Press; Chapter 7, pp. 158-191; 284-285.

***** Assignment Two Due Wednesday 2/19 *****

Week Six: Research Ethics & Midterm Review

Monday, February 24: Research Ethics

18. Babbie, Earl. 2007. "The Ethics and Politics of Social Research," in *The Practice of Social Research, 11th edition*, Belmont, California: Thomson Wadsworth; Chapter 3.

Wednesday, February 26: Midterm Review

Week Seven: Midterm & Quantitative Data Analysis I

Monday, March 3: In-Class Midterm Examination

Wednesday, March 5: Descriptive Statistics

19. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11th Edition). Pearson. Chapters 3 and 4.

Week Eight: Quantitative Data Analysis II

Monday, March 10: LAB 1: Introduction to the Stata Statistical Package

Wednesday, March 12: Introduction to Probability; Sampling

20. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11th Edition). Pearson. Chapter 5.

***** Assignment Three Due Wednesday 3/12 *****

Week Nine: Quantitative Data Analysis III

Monday, March 17: Lab 2: Lab Exercises using Stata

Wednesday, March 19: Sampling (cont'd); Point Estimators; Interval Estimation

21. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11th Edition). Pearson. Chapters 5 and 6.

~~~~~ **SPRING BREAK** ~~~~~

### **Week Ten: Quantitative Data Analysis IV**

This week will provide an introduction to the logic of hypothesis testing.

Monday, March 31:            Lab 3: Lab Exercises Using Stata

Wednesday, April 2:        The Logic of Hypothesis Testing

22. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11<sup>th</sup> Edition). Pearson. Chapter 7

\*\*\*\*\* Assignment Four Due Wed 4/2 \*\*\*\*\*

### **Week Eleven: Quantitative Data Analysis V**

This week will focus on bivariate relationships between variables, and extend our analysis to three or more (multivariate relationships), including Analysis of Variance (ANOVA).

Monday, April 7:            LAB 4: Lab Exercises Using Stata

Wednesday, April 9:        Analysis of Variance, Chi-Square Test

23. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11<sup>th</sup> Edition). Pearson. Chapters 8 and 9.

### **Week Twelve: Quantitative Data Analysis VI**

This week will examine correlations between two quantitative variables, and provide an introduction to regression analysis.

Monday, April 14: LAB 5: Lab Exercises Using Stata

Wednesday, April 16: Correlations, Introduction to Regression Analysis

24. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11<sup>th</sup> Edition). Pearson. Chapter 10.

\*\*\*\*\* *Assignment Five Due Wednesday 4/16* \*\*\*\*\*

### **Week Thirteen: Quantitative Data Analysis VII**

This week will continue our study of regression analysis. We will focus on developing presentation skills, including the graphical presentation of data.

Monday, April 21: LAB 6: Lab Exercises Using Stata

Wednesday, April 23: More on Regression Analysis

25. Levin, J., Fox, J.A. and D.R. Forde. *Elementary Statistics in Social Research*. (11<sup>th</sup> Edition). Pearson. Chapter 11.

### **Week Fourteen: Final Presentations**

Monday, April 28: Final Presentations

Wednesday, April 30: Final Presentations

\*\*\*\*\* *Final Project Due Wednesday 5/7* \*\*\*\*\*

**Final Exam: Tuesday, May 13<sup>th</sup>, 11:30am – 2:30pm  
(Location TBA)**