UCFV
UNIVERSITY COLLEGE of the FRASER VALLEY

OFFICIAL COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	November 1993
COURSE REVISED IMPLEMENTATION DATE:	September 2008
COURSE TO BE REVIEWED:	March 2012
(four years after UPAC approval)	*(month, year)*

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

SCMS 255	Social, Cultural & Media Studies	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UCFV CREDITS

Introduction to Social Research
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course provides a critical introduction to sociological and social anthropological research techniques, data analysis, and questions of methodology. Among the topics considered will be the research cycle, research design, developing and measuring concepts, sampling, methods of data collection, and elementary data analysis. Considerable importance will be given to an exploration of interpretive frameworks that guide research projects, as well as questions of ethical research.

PREREQUISITES: One of ANTH 102, SOC 101, or MACS 110
COREQUISITES: None
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces: **ANTH 255/SOC 255**
(b) Cross-listed with:
(c) Cannot take: **ANTH 255/SOC 255** for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**30**	Hrs
Seminar:	**15**	Hrs
Laboratory:		Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: **36**
Expected frequency of course offerings: Once per year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

Course designer(s):	**Douglas Hudson/Katherine Watson**		
Department Head:	**Elizabeth Dennis**	Date approved:	**November 30, 2007**
Supporting area consultation (UPACA1)		Date of meeting:	**December 14, 2007**
Curriculum Committee chair:	**Moira Gutteridge-Kloster**	Date approved:	**February 15, 2008**
Dean/Associate VP:	**Eric Davis**	Date approved:	**February 15, 2008**
Undergraduate Program Advisory Committee (UPAC) approval		Date of meeting:	**March 28, 2008**

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

1. distinguish basic quantitative and qualitative research techniques.
2. understand the basic logic underlying applied social research.
3. review and critique published research.
4. access and assess library resources.
5. work through research problems.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Methods consist of lecture, demonstration, small group projects, discussion, audiovisual presentation, and the use of models and charts.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s) ☐ Portfolio assessment ☐ Interview(s)

☒ Other (specify): Methods will be considered on a case-by-case basis.

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Palys, T. & C. Atchison (2008). *Research Decisions: Quantitative and Qualitative Perspectives*. Fourth Edition. Toronto: Thomson/Nelson.

SUPPLIES / MATERIALS:

No special supplies needed.

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Mid-term exam	25%
Final exam	25%
Research report (selected issue/project 10-12 pages)	30%
Research journal	20%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

Foundations of Social Research:
The Basics: How Do We Know?
Getting Started: Process and Design
Getting Started: Operationalizing Variables
Ethics in Social Research

Data Collection Methods:
Probability Sampling
Non-Probability Sampling
Interactive Methods: Surveys and Interviews
Interactive Methods: Questions/Strategy and Process
Observation and Ethnography
Unobtrusive and Archival Methods