**OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)**

| | |
|---|---|
| COURSE IMPLEMENTATION DATE: | September 1999 |
| COURSE REVISED IMPLEMENTATION DATE: | September 2013 |
| COURSE TO BE REVIEWED: *(six years after UEC approval)* | February 2016 *(month, year)* |

## OFFICIAL UNDERGRADUATE 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

| SOC 355 | Social, Cultural and Media Studies | 4 |
|---|---|---|
| COURSE NAME/NUMBER | FACULTY/DEPARTMENT | UFV CREDITS |

Quantitative Research Methods

COURSE DESCRIPTIVE TITLE

**CALENDAR DESCRIPTION:**

This course is an examination of measurement issues within sociological and anthropological research, focusing on the logical and conceptual construction and interpretation of tables, and an examination of the uses and abuses of statistics. Students will blend classroom knowledge of statistics with real life analysis of sociological data (including the use of computer software) to develop practical research skills. The course focuses on the application, rather than the mathematics, of statistics.

Note: This course is offered as SOC 355, ANTH 355, and MACS 355. Students may take only one of these for credit.

| | |
|---|---|
| PREREQUISITES: | STAT 104 (formerly MATH 104) or STAT 106 (formerly MATH 106), and ANTH 255/MACS 255 |
| COREQUISITES: | None |
| PRE or COREQUISITES: | |

**SYNONYMOUS COURSE(S):**

| | | | |
|---|---|---|---|
| (a) | Replaces: | **SCMS 355** | |
| (b) | Cross-listed with: | **ANTH 355/MACS 355** | |
| (c) | Cannot take: | **ANTH 355/ MACS 355** | for further credit. |

**SERVICE COURSE TO:** *(department/program)*

**TOTAL HOURS PER TERM:** **60**

STRUCTURE OF HOURS:

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

TRAINING DAY-BASED INSTRUCTION:

Length of course:

Hours per day:

**OTHER:**

Maximum enrolment: **24**

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): | **Katherine Watson** | | |
| Department Head: | **Stephen Piper** | Date approved: | **October 19, 2012** |
| Campus-Wide Consultation (CWC) | | Date of meeting: | |
| Curriculum Committee chair: | **Tetsuomi Anzai** | Date approved: | |
| Dean/Associate VP: | **Jacqueline Nolte** | Date approved: | |
| Undergraduate Education Committee (UEC) approval | | Date of meeting: | |

**LEARNING OUTCOMES:**

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

- demonstrate an understanding of how to pose a research question, know how to frame this question in terms of current research and theorizing, know how to use data sets as a means of assessing this material, and be able to apply quantitative techniques to this data.
- demonstrate an understanding of basic descriptive and inferential statistical techniques and learn how to apply these tools in analytical ways.
- manage a data set—understanding what a data set is, how a data set is organized, where the data comes from, and how to find and use supporting documentation (codebooks, source questionnaires).
- organize and analyze social science data through use of computer software such as SPSS.
- effectively read and critique social science literature that employs quantitative data.

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

Lecture, seminar discussions, computer exercises.

**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:]*

One or more of:
Wagner, W.E., (2007) Using SPSS for Social Statistics and Research Methods. Thousand Oaks California: Pine Forge Press.
Nardi, P.M. (2006), Doing Survey Research: A Guide to Quantitative Methods. Boston: Pearson Education

**SUPPLIES / MATERIALS:**

Students will need a basic hand-held scientific calculator.

**STUDENT EVALUATION:**

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

| | |
|---|---|
| 4 equally weighted assignments | 40% |
| Midterm exam | 30% |
| Final project | 30% |

**COURSE CONTENT:**

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

Deductive Research: Ideas, Questions and Ethics
Research Design: Measurement.
Causal Modeling
Questionnaire Design
Sampling
Univariate Analysis
Bivariate Analysis
Multivariate Analysis