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 255
Social, Cultural and Media Studies

COURSE NAME/NUMBER
FACULTY/DEPARTMENT
UFV CREDITS
Introduction to Social Research

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.

Note: This course is offered as SOC 255, ANTH 255, and MACS 255. Students may take only one of these for credit.

PREREQUISITES: One of ANTH 102, SOC 101, or MACS 110
COREQUISITES: None
PRE or COREQUISITES: None
SYNONYMOUS COURSE(S): (a) Replaces: SCMS 255
(b) Cross-listed with: ANTH 255/MACS 255
(c) Cannot take: ANTH 255/MACS 255

TOTAL HOURS PER TERM: 45

TRAINING DAY-BASED INSTRUCTION:
Length of course:

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: Eric Spalding
Supporting area consultation (Pre-UPAC)
Curriculum Committee chair: Moira Kloster
Dean/Associate VP: Jacqueline Nolte
Undergraduate Program Advisory Committee (UPAC) approval

Date approved: September 11, 2009
Date of meeting: November 6, 2009
Date approved: January 2010
Date approved: January 2010
Date of meeting: January 29, 2010
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:]

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