

UNIVERSITY OF GUELPH
College of Social and Applied Human Sciences
Department of Sociology and Anthropology
Spring 2019
SOAN 2120*S1 Introductory Methods

Lecturer: Dr. Deidre Rose

Class meetings: Tuesday & Thursday 1:30 – 4:20 PM

Location: MACK314

Office: MACK647

Office Hours: Tuesdays 4:30-5:30 or by appointment

Email: derose@uoguelph.ca

Course Description: This course provides a general introduction to the variety of research methods employed in the Social Sciences. Throughout the six-week semester, we will examine the strengths and limitations of many of the various research methods including quantitative and qualitative methods. Specifically, we will look at surveys, focus groups, how to compile a literature review, content analyses, formal and informal interviews, focus groups and participation observation. We will look at research from start to finish – selecting a topic, designing a research project, conducting, analyzing, and sharing the results. To this end, students will be introduced to software packages such as SPSS and NVivo. Topics covered will include ethics, the history and development of research methods, and the more recent phenomenon of on-line research. Theoretical perspectives will include empiricism, political economy, feminism, standpoint theory, reflexivity, and intersectionality. Students will read a complete sociological or anthropological ethnographic study in order to be able describe and evaluate a specific research project.

Format: Lectures, documentaries, and discussions.

To succeed in this class, students are expected to attend all classes, read all assigned material before class and to come prepared to **actively participate** in the discussion of relevant topics. We will be reading shared textbooks on methods and everybody will be reading one ethnography chosen from a list that will be available on the first day of class. On Thursdays there will be time set aside for discussion and in-class activities based on your chosen ethnographic text. The ethnography will also be the focus of the analysis paper.

Learning Objectives:

Upon successful completion of this course students should be able to:

- Describe a list of the quantitative & qualitative methods used by social scientists.
- Demonstrate knowledge of the history and development of research methods.
- Understand and articulate various approaches to the study of social phenomena including ethnographic approaches, statistical analyses, and case studies.

- Demonstrate the ability to critically assess an ethnographic research study.
- Demonstrate an awareness of the relative strengths of each of the research methods discussed, and their respective limitations.
- Identify the connection between theory and practice or method.
- Be able to communicate the ways in which an understanding of social science methods contributes to the development of problem-solving skills broadly understood.
- Relate classroom learning to contemporary social issues.

Required Readings:

Bryman, Alan and Edward Bell 2019. *Social Research Methods*, 5th Canadian Edition. Oxford University Press.

ARES course reserve material, including select ethnographies.

Evaluation:

- | | |
|----------------------------|-----|
| • Quizzes (6 @ 5% each) | 30% |
| • Participation activities | 20% |
| • Analysis Paper | 20% |
| • Final Exam | 30% |

*Students will select one ethnography to read and analyze. The ethnographies will be available through course reserve.