Learning Objectives:

The primary objective of this course is to provide students with an overview of research methodology and the process of conducting research in the social sciences. Thus, by the end of the course students are expected to demonstrate an understanding of social research, both qualitative and quantitative. Students will be taught a variety of topics relating to research methods including qualitative interviews, field research (also known as participant observation), ethical issues in social research, experimental designs, survey research, qualitative and quantitative sampling, measures of central tendency and dispersion, hypothesis testing, and inferential statistics. Specific learning objectives relating to each topic will be provided at the beginning of each lecture.

Students in SOAN 2120 also gain practical experience conducting social research. The final assignment provides an opportunity for students to demonstrate the writing and research related skills they learned in the course. For this project they create a journal article style report consisting of an abstract, literature review, methods section, results section, a conclusion, and bibliography.

Please note: Due to the complex nature of the final assignment, this class is not recommended for students in first year. Also, attending class is extremely important, almost vital, in order to understand how to
complete the final assignment. We aim to assist everyone in SOAN 2120 as much as possible; however, as there are many students enrolled in this course, we are unable to individually re-teach an entire lecture to students who miss class. So please do your best to attend all classes. If you plan to take this course and not attend class: May the Force be with you!

The evaluation for this course is as follows:

- Midterm test #1: 25%
- Midterm test #2: 25%
- Assignment: 20%
- Final exam: 30%

**Required Textbook:**

**Statistical Software:**
The software used in this class include NVivo and SPSS. Both software packages are available at the University of Guelph.