

**Sociology 304: Sociological Research Methods**  
**Tuesday & Thursday, 10:05am-11:30am**  
**Johnson 106**

**Instructor:** John T. Lang  
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**Course Website:** <http://moodle.oxy.edu>

“Somewhere, something incredible is waiting to be known.”  
-- Carl Sagan

“There is nothing like looking, if you want to find something. You certainly usually find something, if you look, but it is not always quite the something you were after.”  
-- J. R. R. Tolkien

“We have a habit in writing articles published in scientific journals to make the work as finished as possible, to cover up all the tracks, to not worry about the blind alleys or describe how you had the wrong idea at first, and so on. So there isn't any place to publish, in a dignified manner, what you actually did in order to get to do the work.”  
-- Richard Feynman

“‘Method’ has to do, first of all, with how to ask and answer questions with some assurance that the answers are more or less durable.... and most importantly just now, the release rather than the restriction of the sociological imagination.”  
-- C. Wright Mills

## **INTRODUCTION**

This course looks at the ways sociologists collect information about social phenomena with a special emphasis on what can be done to yield information that is trustworthy and useful for our theoretical understanding of social life. It assumes no background in research methods or statistics. We will talk about the scientific method, the complexities of applying methods to social research, ethics and bias, and research design. You will also learn about major quantitative and qualitative methodologies, including surveys, interviews, ethnography, experiments, participant observation, and content analysis – and have opportunities to try out these methods.

Other classes you have taken, both in Sociology and other disciplines, had the goal of teaching you *what we know*. In this class, you will learn *how we know* what we know. By the end of the semester you will:

- (1) be familiar with research methods used by social scientists to examine and explain the complexities of the social world;
- (2) have the necessary skills to understand and critically evaluate both the methods and results of published research, as well as the world around you; and
- (3) be able to design, implement, and analyze your own social research.

### **Please Note**

Prerequisite: Sociology 101.  
First year students or graduate students may not enroll in this class.



Letter grades in this class have the following meaning:

- A *Outstanding performance.* You have demonstrated very thorough knowledge and understanding of all the material, truly superior critical thinking, and expressed insightful and original thoughts clearly. You have completed all required assignments and they have been among the best in the class.
- B *Good performance.* You have demonstrated solid knowledge and understanding of the material and good critical thinking. You have also shown the ability to express your ideas clearly. You have completed all required assignments and they have been of good quality.
- C *Satisfactory performance.* You have demonstrated basic knowledge and understanding of the major concepts taught in the class and some critical thinking. You have completed all or most of the required assignments and they have routinely been free of significant problems.
- D *Deficient performance.* You have only acquired a limited understanding of the class material. You have failed to complete all the required assignments and they have routinely had serious problems.
- F *Failure.* You have failed to learn a sufficient proportion of the basic concepts and ideas taught in the class. You have failed to complete many required assignments and they have routinely had serious problems.

### **COURSE POLICIES AND PROCEDURES**

I will hold you responsible for the information in this syllabus, so I expect you to read it, understand it, and ask questions about anything you don't understand.

*Office Hours:* I hold three official office hours each week. I also encourage you to make an appointment outside of office hours or come by my office anytime to see if I'm available. I am happy to discuss class concepts, college more generally, musings about majors, future planning, or graduate school.

*Feedback:* I love getting feedback on my teaching and how the class is going. I value your input and I am willing to make changes to the class according to your preferences. Please share with me any comments, suggestions, and ideas you may have, and help me make this a great class. If you would like to do so anonymously, you can type and print out a note and drop it in my mailbox in the administrative offices in Swan Hall.

*Class Demeanor:* While we may find ourselves disagreeing, we must do so with respect, a commitment to hearing what others have to say, and a willingness to think and rethink our own positions. Personal insults have no place in the college classroom.

*Technology in Class:* Please turn off your cell phones when you come to class. Similarly, text messaging will not be tolerated in class. You are welcome to bring your laptop to class and use it to take notes, access readings we're discussing, and the like. You are not welcome to surf the web, check email, or otherwise perform non-class-related activities during class. Here's my best advice: If you aren't using it to perform a task specifically related to what we are doing in class at that very moment, put it away.

*Special Accommodations/Learning Differences:* Students with documented disabilities who are registered with Disability Services are required to present their accommodation letter to the instructor at the beginning of each semester or as soon as possible thereafter. Any student who experiences significant physical or mental impairments may contact Disability Services at (323) 259-2969 to learn about available services and support. More information is available at <http://www.oxy.edu/disability-services>

*Assignments:* A hard copy of all papers/assignments must be handed in at the start of class on the scheduled date. Late assignments are docked 1 grade per day. Computer and printing problems are not a good excuse for missing a deadline. Make sure to print your

papers early enough to be able to address any problems before class. Keep a paper and electronic copy of everything you hand in until you receive your course grade.

*Academic Integrity:* As is always the case, you are responsible for your own work. If you find yourself questioning whether you have documented or cited your sources properly, it is your responsibility to come see me about these issues prior to submitting an assignment. If you are thinking about submitting work that is not your own due to pressure, frustration, perfectionism, or any other reason, please talk to me. I am here to help you resolve these issues before they become a problem for your academic career. Academic integrity violations, including plagiarism, will be taken very seriously. A description of Occidental's academic ethics policies is available in the Student Handbook and on the following webpage:

<http://www.oxy.edu/student-handbook/academic-ethics/academic-ethics>

## CLASS SCHEDULE

Although I will do my best to keep us on schedule, it is possible that we will make some adjustments during the semester. I will give as much notice - both in class and on the course website - when changes are necessary.

### AUGUST

29 Welcome to the class

### SEPTEMBER

3 Social Inquiry

Berger, "An Invitation to Sociology"

Ruane & Cerulo, "The Sociological Perspective"

Mills "On Intellectual Craftsmanship"

5 What are Sociological Research Methods?

C&S, Chapter 1

C&S, Chapter 2

***DUE (by midnight): Chapter 1 Quiz & Chapter 2 Quiz***

10 Ethics in Sociology

Scott McLemee, "Wide-Stance Sociology"

Stanley Milgram, "Problems of Ethics in Research"

C&S, Chapter 3

***DUE (by midnight): Chapter 3 Quiz***

12 Guest Lecture by Carey Sargent on Zotero, Brown LearnLab

ASA Quick Style Guide

17 Guest Lecture by Carey Sargent on Open Data, Brown LearnLab

19 Picking a Research Question

*Handout: Homework 1 – What do I want to know?*

Graff & Birkenstein, "Introduction"

Graff & Birkenstein, "They Say"

Davis, "That's Interesting"

24 5-Minute Presentations

What do you want to know? Why is it interesting to you?

26 Reviewing, Proposing, and Reporting Research  
C&S, Chapter 12  
***DUE (by midnight): Chapter 12 Quiz***

**OCTOBER**

1 Reviewing the Literature  
C&S, Appendix A  
***DUE: Homework 1 – What do I want to know?***

3 Qualitative Methods: Observing, Participating, Listening  
*Handout: Homework 2 – What have others said?*  
C&S, Chapter 9  
***DUE (by midnight): Chapter 9 Quiz***

8 Qualitative Methods: Interviewing  
King & Horrocks, "Interviews in Qualitative Research"  
Guest Lecture – Danielle Dirks

10 Qualitative Methods: Participant Observation  
Mora, "Do it for all Your Pubic Hairs! : Latino Boys, Masculinity, and Puberty"  
Guest Lecture – Richard Mora

**15 NO CLASS. FALL BREAK.**

17 Conceptualization and Measurement  
C&S, Chapter 4  
***DUE: Homework 2 – What have others said?***  
***DUE (by midnight): Chapter 4 Quiz***

22 Sampling  
C&S, Chapter 5  
*Handout: Homework 3 – What is the design?*  
***DUE (by midnight): Chapter 5 Quiz***

24 Survey Research  
C&S, Chapter 7  
***DUE (by midnight): Chapter 7 Quiz***

29 Survey Research  
Howard Schuman, "Sense and Nonsense about Surveys"

31 Research Tools – What do you need?

**NOVEMBER**

5 NO CLASS. Individual appointments.

7 NO CLASS. Individual appointments.

12 Content Analysis  
Carley, "Coding Choices for Textual Analysis" (p. 81-91)  
***DUE: Homework 3 – What is the design?***

14 Human Subjects / IRB Requirements  
Oxy's IRB FAQ  
Oxy's IRB Approval Request Form

19 Writing About Your Research  
Becker, "One Right Way"  
Becker, "Terrorized by the Literature"  
*Handout: Homework 4 – Putting It Together*

21 In Class Workshop - Homework 4

26 In Class Workshop - Homework 4

**28 NO CLASS. THANKSGIVING BREAK.**

**DECEMBER**

3 Wrapping Up  
***DUE: Homework 4 – Putting It Together***

Grades will be submitted by December 16. Good luck! I'm looking forward to a great semester!