



**BHS 240 Research Methods (3)  
Fall 2000**

**Instructor:** Dr. Michael Wilkinson, PhD      **Office:** 505  
**Office Hours:** T/Th 1:30 – 4pm      **Office Phone:** 571-2550, ext. 34  
**Class Times:** W/F @ 9:45 am; lab on Mon.      **Location:** Room 1  
**Email Address:** [Michael.Wilkinson@cnaz.ab.ca](mailto:Michael.Wilkinson@cnaz.ab.ca)

**Required Text**

Del Balso, Michael and Alan D. Lewis. 1997. *First Steps: A Guide to Social Research*. Scarborough, ON: Nelson.

**On Reserve**

Babbie, Earl. 1998, 8<sup>th</sup> Edition. *The Practice of Social Research*. Belmont, CA: Wadsworth.

Baker, Therese L. 1999, 3<sup>rd</sup> Edition. *Doing Social Research*. New York: McGraw-Hill.

Berg, Bruce L. 1995. *Qualitative Research Methods for the Social Sciences*. Boston: Allyn and Bacon.

Bernard, H. Russell. 1995, 2<sup>nd</sup> Edition. *Research Methods in Anthropology*. London: Sage.

Bouma, Gary D. and G.B.J. Atkinson. 1996. *A Handbook of Social Science Research*. New York: Oxford.

Gray, George and Neil Guppy. 1999, 2<sup>nd</sup> Edition. *Successful Surveys: Research Methods and Practice*. Toronto: Harcourt Brace.

Jackson, Winston. 1999. *Methods: Doing Social Research*. Scarborough, ON: Prentice Hall.

Jorgensen, Danny L. 1989. *Participant Observation*. London: Sage.

Sommer, Barbara and Robert Sommer. 1997, 4<sup>th</sup> Edition. *A Practical Guide to Behavioral Research: Tools and Techniques*. New York: Oxford.

Vogt, W. Paul. 1993. *Dictionary of Statistics and Methodology: A Nontechnical Guide for the Social Sciences*. Newbury Park, CA: Sage.

## **Course Description**

An introduction to the concepts and processes of both qualitative and quantitative social research. Research processes include problem definition, data collection and analysis. Students are expected to develop research skills through practical application.

## **Objectives**

1. Gain an understanding of the logic of social research.
2. Become acquainted with research design and a variety of quantitative and qualitative research methods.
3. Apply quantitative and qualitative techniques through “hands on” exercises.

## **Course Schedule**

### *Part One: What is so Important about Social Science Research?*

1. Why know about social science research? Sept. 6&8  
Reading: Chap. 1; Jackson, Chap. 1
2. What is Social Science Research? Sept. 13&15  
Reading: Chap. 2; Baker, Chap. 1
3. Ethical Issues Sept. 20  
Reading: Babbie, Chap 18  
TEST # 1 September 22

### *Part Two: Designing a Research Plan*

4. Distinguishing between Qualitative and Quantitative Research Sept. 27&29  
Reading: See Dictionary of Statistics and Methodology; Berg Chap. 1; Bouma and Atkinson, Chap. 10  
LAB: Monday, September 25: Library Research
5. Where do I begin? Oct. 4&6  
Reading: Chap 3  
LAB: Monday, October 2: Assignment #1 due in Class: Discussion of findings

6. Measuring what you set out to measure: Using the right tools Oct. 11&13  
Readings: Chap. 4; Baker, 4; see reliability and validity in Vogt (Dictionary of Statistics and Methodology)

*Part Three: Following the Research Plan*

7. Survey Research Oct. 18  
Reading: Chap 5; Gray and Guppy, Chap. 2; Fowler, Chap. 5 & 6  
LAB #2: Monday October 16: Interview Exercise.  
TEST #2 October 20
8. Interviewing Oct. 25&27  
Readings: Sommer and Sommer, Chap. 8; Berg Chap. 5; Bernard, Chap. 10  
LAB: Monday, October 23: Assignment #2 due in class: Discussion of findings.
9. Field Research Nov. 1&3  
Reading: Chap. 7; Berg, Chap. 6; Jorgensen, Chap. 4  
LAB: Monday, October 30, Observation Exercise
10. Indirect or Non-Reactive Research and Secondary analysis Nov. 8&10  
Reading: Chap. 8; Jackson, Chap. 6  
LAB: Monday, November 6: Assignment #3 due in class: Discussion of findings.
11. Case Study Nov. 15&17  
Reading: Berg, Chap. 10; Sommer and Sommer Chap. 13
12. Experimental Research Nov. 22&24  
Readings: Chap. 6  
LAB: Monday, November 20: Content Analysis.

*Part Four: Analyzing and Presenting the Data*

13. What are the Results? Nov. 29&Dec. 1  
Reading: Chap. 9; Bouma and Atkinson, Chap. 11  
LAB: Monday, November 27: Assignment #4 due in class: Discussion of findings.
14. The Research Report  
Reading: Chap. 10  
LAB: Monday December 4, Case Study (Due Monday, December 11)  
Test #3 Friday December 8

## Course Requirements

NOTE: All assignments must be completed to meet course requirements. Late lab assignments will receive an "F" grade.

### A. Lab Assignments (50%)

Labs are compulsory for all students. Grades will be based on participation and the assignment. The emphasis is on "hands on" methodology. In other words, the best way to learn how to do research is to combine theory/readings with practical exercises. The following are the lab exercises during the term and the day you will receive your assignments. All lab assignments are due the following Monday.

1. Library search and topic selection: Monday, September 25
2. Interview exercise: Monday, October 20
3. Observation exercise: Monday, October 30
4. Content analysis: Monday, November 20
5. Case study: Monday December 4

### B. Tests x 3 (50%)

There will be three tests during the semester to cover the material (both text and class/lab). No final exam will be scheduled.

1. Friday September 22 (15%)
2. Friday October 20 (15%)
3. Friday December 8 (20%)

## Grade Assignments

96-100	A+	68-71	C+
91-95	A	63-67	C
86-90	A-	60-62	C-
82-85	B+	56-59	D+
75-81	B	50-55	D
72-74	B-		

## Important Notes

- The last day to withdraw from this course and still receive a refund is September 29, 2000.
- The last day to withdraw from the class without academic penalty is November 10, 2000.