This course introduces a number of different data-collection procedures and analytical strategies used by sociologists to study the social world. We can broadly categorize these into qualitative methods and quantitative methods. Quantitative methods—like surveys and experiments—typically center around numerical measurement of some kind while qualitative methods—case studies, ethnographies, in-depth interviews, life histories, and social histories of a group—typically do not. Students will gain hands-on experience with both quantitative and qualitative methods by executing three small-scale research projects. This course will build on the statistics you learned in Econ103/Soc190 (formerly QR199).

Course requirements:
- Project 1: Observational or interview study 100 points
- Project 2: Content analysis 100 points
- Project 3: Survey 100 points
- Problem sets / short assignments 50 points

Required Texts:

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Amazon New</th>
<th>Amazon Used (as of 30 Jan 2006)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approaches to Social Research, 4th edition.*</td>
<td>Royce A. Singleton and Bruce C. Straits (2005)</td>
<td>$67.45</td>
<td>$48.95 (34 for sale)</td>
</tr>
<tr>
<td>Multiple Regression: A Primer</td>
<td>Paul Allison (1999)</td>
<td>$35.05</td>
<td>$25.00 (3 for sale)</td>
</tr>
</tbody>
</table>

* The 3rd edition would also work and is no doubt cheaper, but I will be using the newer 4th edition and assigning the readings and some chapter-ending problems from this edition. If you use the 3rd edition, it will be your responsibility to make sure you read the correct pages and do the correct problems.

Supplemental Texts (do not buy!)

- STATA REFERENCE: (on reserve at Knapp)
    (The version 7 edition of this book is also a good reference but Wellesley recently upgraded to STATA 8 so it is not quite as helpful as the version 8 edition.)

- ECON103/SOC190 REVIEW: (on reserve at Knapp)
31-Jan  Introduction to the course

3-Feb  The nature of science
  . Chapter 1-2 in Singleton

7-Feb  Research design and measurement
  . Chapter 3-4 in Singleton
  . Chapter 1 in Designing Social Inquiry (ER)

10-Feb  Research design and measurement (continued)

14-Feb  Field research

17-Feb  Field research
  . HANDOUT: Project 1 guidelines (due Monday, March 13th by 5pm)

21-Feb  Field research
  . Film: “Roger and Me”

24-Feb  Field research (continued)
  . Film: “Roger and Me” + discussion

28-Feb  Content analysis
  . pages 371-376 in Singleton’s Chapter 11 (the section on content analysis)

3-Mar  Content analysis (continued)
  . TBA (Converse/Presser or Neuendorf)

7-Mar  Experimentation and experimental designs
  . Chapters 6-7 in Singleton
  (This was later published as “Are Emily and Brendan More Employable than Latoya and Tyrone? Evidence on Racial Discrimination in the Labor Market from a Large Randomized Experiment” September 2004, American Economic Review).
10-Mar  Experimentation (continued)
   Film: Obedience (45 min)

14-Mar  Research ethics
   Chapter 16 in Singleton
   HANDOUT: Project 2 guidelines (due Monday, April 10th by 5pm)

17-Mar  Research ethics
   ASA Code of Ethics: Intro, Preamble, General Principles, Ethical Standards 1 through 13 (www.asanet.org/members/ecoderev.html)

21-Mar  MIDTERM BREAK

28-Mar  Research using available data
   Chapter 11 in Singleton

31-Mar  Research using available data (continued)

4-Apr  Survey research and survey instrumentation
   Chapters 8 and 9 in Singleton

7-Apr  Survey research and survey instrumentation

11-Apr  Sampling
   Chapter 5 in Singleton
   Taylor-Powell, Ellen. Sampling (FC) [optional reading]
   HANDOUT: Project 3 guidelines (due Monday, May 15th by 5pm)

14-Apr  Multivariate analysis and the idea of statistical control
   pages 483-496 in Ch 15 of Singleton
   “The Elaboration Model,” in The Practice of Social Research by Earl Babbie (ER)

21-Apr  Multivariate analysis: 3-way crosstabs
   Chapter 16 in Statistics: A Tool for Social Research by Joseph Healey (ER)
25-Apr  Simple regression
  . Preface in Allison
  . Chapter 5 (“How does bivariate regression work?”) in Allison

28-Apr  Multiple regression
  . Chapter 1 (“What is multiple regression?”) in Allison
  . **OPTIONAL:** pages 496-511 in Chapter 15 of Singleton

2-May  Multiple regression
  . Chapter 2 (“How do I interpret multiple regression results?”) in Allison
  . Chapter 3 (“What can go wrong with multiple regression?”) in Allison

5-May  Multiple regression and index construction
  . Chapter 8 (“How can multiple regression handle nonlinear relationships?”) in Allison. Focus on sections 8.5 through 8.7. All other sections are optional.
  . pages 384-389 in Chapter 12 of Singleton
  . Knoke and Bohrnstedt, “Index construction.” (FC)
  . TBA: Roslyn Mickelson or Erik Olin Wright.

9-May  Conclusion / Wrapping up loose ends
  . Moffitt, Robert. “Perspectives on the Qualitative-Quantitative Divide” (FC)

---

**Wednesday labs will meet as follows:**

5-Apr  Introduction to Survey Monkey

12-Apr  Excel sampling and introduction to STATA

19-Apr  STATA instruction

26-Apr  STATA instruction

10-May  STATA help for Project 3 (optional)
<table>
<thead>
<tr>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN 30</td>
<td>31</td>
<td>FEB 1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>28</td>
<td>MAR 1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>28</td>
<td>MAR 1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
</tbody>
</table>

**Spring Break**

<table>
<thead>
<tr>
<th>APR 3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>MAY 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
<td>31</td>
<td>JUN 1</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Class begins
- Introduction
- Research design
- Field research
- Research design
- Project assigned
- Field research
- Content analysis
- Experimenter
- Project due
- Research ethics
- Available data
- Survey research
- Lab survey Monday
- Lab sampling and STATA
- Project 3 assigned
- Multivariate analysis
- Lab STATA
- Multiple regression
- RUHLMAN
- Index construction
- Last day of classes
- Lab Proj Help
- Reading period
- Final exam
- Spring finals due
- Last day of classes
- Commencement
- Grades due 4:00pm