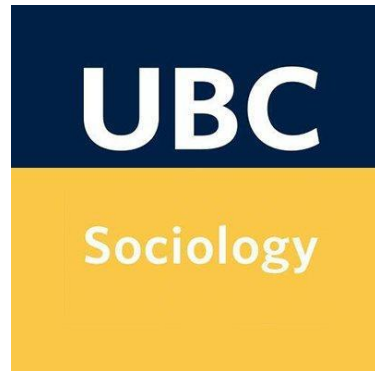




a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA



Sociological Methods: Survey Research (SO CI 380 201)

INSTRUCTOR

Cary Wu

Email: carywooruc@gmail.com

Office Hours: Mondays, 14:00-15:00 or by appointment

Office: ANSO 2213

COURSE INFORMATION

Year/Term: 2019 T2 (Jan 2 to Apr 04)

Course Schedule: Monday, Wednesday, and Friday; 15:00 to 16:00

Course Location: Buchanan A202

Teaching Assistant: Brett Matsushita

Email: brettmatsushita@alumni.ubc.ca

Office Hours: Friday 14:00-15:00 or by appointment.

Office: ANSO 108

Course Description



This course provides a broad overview of the many aspects of survey research methodology including measurement, sampling, instrument design, interviewing, and analysis of survey data. It is practice oriented. We will use a lot of examples, you will create your own survey design, and we will spend more than a quarter of the course learning R, a free and popular software environment for statistical computing and graphics.

The objectives of this course are:

- to develop a research question that can be answered with survey data
- to design and implement your own survey
- to analyze data from publicly available surveys using R for your own research
- to appropriately interpret and write up your data analysis and findings

Prerequisites: One of SOCI 100, SOCI 101, SOCI 102 and SOCI 217 and SOCI 328

Class Meeting

Class time will be comprised of a combination of lecture, discussion, and lab. We meet on Mondays, Wednesdays, and Fridays from 15:00 to 16:00 at Buchanan A202. Class meeting on Mondays and Wednesdays will be dedicated to new material, typically in lecture and discussion format. On Fridays, we will have weekly lab session to learn how to use R and analyze survey data.

Course Material

Text books are recommended, *but not required*, for this course. Some of the best texts on survey methodology that you may find helpful include:

Groves, Robert M., Floyd J. Fowler Jr, Mick P. Couper, James M. Lepkowski, Eleanor Singer, and Roger Tourangeau. (2011). *Survey Methodology*. John Wiley & Sons.

Fowler Jr, Floyd J. (2013). *Survey Research Methods*. Sage.

Nardi, Peter M. (2018). *Doing Survey Research: A Guide to Quantitative Methods*. Routledge.

Gray, George A., and L. Neil Guppy. (1999). *Successful Surveys: Research Methods and Practice*. Harcourt Brace & Company, Canada

However, you will be expected to have done the required readings provided in our course website at UBC Canvas before class (see more details in course schedule).

Groves, R. M. (2011). Three eras of survey research. *Public Opinion Quarterly*, 75(5), 861-871.

Wilkes, R., & Wu, C. (2018). Ethnicity, democracy, trust: A majority-minority approach. *Social Forces*.

World Values Survey. (2010-2014). The WVS official questionnaire. WVS organization.



Smith, T. W., Son, J., & Kim, J. (2014). Public attitudes toward homosexuality and gay rights across time and countries. NORC, University of Chicago.

Schaeffer, N. C., & Presser, S. (2003). The science of asking questions. *Annual Review of Sociology*, 29.

Schwarz, N. (1999). Self-reports: how the questions shape the answers. *American Psychologist*, 54(2), 93.

Wu, C., & Wilkes, R. (2018). Finding critical trusters: A response pattern model of political trust. *International Journal of Comparative Sociology*, 59(2), 110-138.

Reeskens, T., & Hooghe, M. (2008). Cross-cultural measurement equivalence of generalized trust. Evidence from the European Social Survey (2002 and 2004). *Social Indicators Research*, 85(3), 515-532.

Fricker, R.D., Jr. (2012). *Sampling methods for Web and E-mail surveys*, SAGE

Groves, R. M. (1987). Research on survey data quality. *The Public Opinion Quarterly*, 51, S156-S172.

Krosnick, J. A. (1999). Survey research. *Annual Review of Psychology*, 50(1), 537-567.

Tourangeau, R. (2004). Survey research and societal change. *Annual Review of Psychology*, 55, 775-801.

Learning R

R (www.r-project.org/) is a free software environment for statistical computing and graphics. We will use R throughout the course. You learn R by using it. We will have a weekly lab session where we use R to analyze survey data.

- Paradis, Emmanuel. (2002). *R for Beginners*. Download here: https://cran.r-project.org/doc/contrib/Paradis-rdebuts_en.pdf

Data

Students will be expected by the sixth week of class to have secured their own data to analyze for the course project. Many national and international datasets are publicly available via Abacus (UBC Library) or other sources, include:

- The Interuniversity Consortium for Political and Social Research (ICPSR) at the University of Michigan (<http://www.icpsr.umich.edu/icpsrweb/>)
- The US General Social Survey (GSS) at the North American Opinion Research Centre at the University of Chicago (<https://gssdataexplorer.norc.org/>)
- The World Values Survey (WVS; <http://www.worldvaluessurvey.org>)



Assignments and Research Project

There are two major assignments. One is an individual project where you create your own survey for a research question, and another is a group research project that you will use publicly available data to answer this same research question. For both projects you will need a good scientific question to begin with. All homework assignments are designed to help students develop their survey research skills and construct their final research project for this course. The project will involve

- Asking a good scientific question
- Creating your own survey to answer this question
- Identifying social science data from publicly available surveys to answer this question
- Utilizing the techniques covered in class and presenting the findings in an academic paper format.

Due dates: you will submit all assignments in hard copy form on *Mondays* in class. All assignments (except assignment #4) are part of your research group project.

Assignment #1 Week 4 (Jan 14): Research question (5%)

Assignment #2 Week 6 (Feb 4): Literature review (10%)

Assignment #3 Week 7 (Feb 11): Data and measurement (10%)

Assignment O (optional) Week 9 (Feb 25): First half of your paper (5 bonus points)

Assignment #4 Week 10 (Mar 4): Your own survey (30%, individual project)

Assignment #5 & 6 Week 11 (Mar 11): Descriptive statistics (10 %)

Assignment #7 Week 13 (Mar 25): Multivariate results (5%)

Apr 7: *Final paper* (30%): Group research project, a mini paper based on all assignments.

Submitting Assignments: Students submit assignments on hard copy to the instructor or TA in class. Assignments must be received by the beginning of the class period on the date due. Failure to submit an assignment by the due date will result in a mark of 0 for the assignment.

Academic Dishonesty: Please review the UBC Calendar “Academic regulations” for the university policy on cheating, plagiarism, and other forms of academic dishonesty. Also visit www.arts.ubc.ca and go to the students’ section for useful information on avoiding plagiarism and on correct documentation.



Course schedule

Week	Date	Class Topic	Due Dates	Readings
1: Introduction	Jan 2	Introduction and course overview		
	Jan 4	The class report		
2: Introduction to survey methodology	Jan 7	Survey and survey data		Groves 2011
	Jan 9	Research questions and variables		Wilkes and Wu 2018
	Jan 11	Lab 1: Introducing R		
3: Questionnaire	Jan 14	Survey questionnaire	Your research question	WVS 6th
	Jan 16	Publicly available surveys		Smith et al. 2014
	Jan 18	Lab 2: Getting data into R		
4: Questions	Jan 21	Crafting questions		Schaeffer and Presser 2003
	Jan 23	Wording response categories		Schwarz 1999
	Jan 25	Lab 3: R basics		
5: Measurement	Jan 28	Measurement error		Wu and Wilkes 2018
	Jan 30	Scale construction		Reeskens and Hooghe 2008
	Feb 1	Lab 4: Running code in R		
6 Sampling	Feb 4	Populations/Sampling frames	Your literature review	Fricker 2012
	Feb 6	Nonobservation error		Groves 1987
	Feb 8	Lab 5: Data frame and subsetting		
7 Create your own survey	Feb 11	Survey project	Your data and measures	Krosnick 1999
	Feb 13	Design your own survey		
	Feb 15	Lab 6: Functions		
8	No class, family day and reading break Feb 18-22			
9: Administration	Feb 25	Interviewing: Mail/Web/Phone/face	First half of your paper	Tourangeau 2004
	Feb 27	Pretesting		
	Mar 1	Lab 5: Basic plotting 1		
	Mar 4	Central tendency	Your survey	



10: Univariate analysis	Mar 6	Distribution		
	Mar 8	Lab 6: Basic plotting 2		
11: Bivariate analysis	Mar 11	Correlation	Your univariate results	
	Mar 13	T-test, ANOVA		
	Mar 15	Lab 9: Basic stats 1		
12: Multivariate analysis	Mar 18	OLS regression	Your bivariate results	
	Mar 20	Logistic regression		
	Mar 22	Lab 10: Basic stats 2		
13: Group presentation	Mar 25	Student Presentations 1	Your multivariate results	
	Mar 27	Student Presentations 2		
	Mar 29	Student Presentations 3		
14: Final paper	Apr 1	Writing up 1		
	Apr 3	Writing up 2	Apr 7: submit via UBC Canvas	