

# SOCI 211 <sup>1</sup>

## Introduction to Social Research

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### Instructor:

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Office hours: TBD

### Course Description:

Sociologists use a variety of research methods to investigate the social world. Research methods allow sociologists to empirically investigate the adequacy of social theory and to gather information to create theories to solve pertinent social issues. This course offers a grounding in what we know and how we come to know it. We will learn about both qualitative and quantitative research methods, including interviews, survey research, participant observation and ethnography. We also learn about the nature of both qualitative and quantitative research including measurement, sampling validity, generalizability, grounded theory and the analyses of both quantitative and qualitative data.

### Course Objectives:

- Understand the basic principles of quantitative and qualitative research, including some criticism of both.
- Increase familiarity with various methods of conducting social research.
- Improve the skills necessary to be a thoughtful consumer and critic of social research.
- Understand the basics of sampling, analyses and measurement.

### Mode of Delivery:

Blended delivery. The course will be comprised of both synchronous and asynchronous teaching-learning formats. In terms of the synchronous portion, we will likely meet once a week on Wednesdays during class time through Zoom. Weekly office hours will also be held using this platform. The asynchronous portion may entail power points, lecture videos, and other course-related materials being uploaded to the UVic online platform where they can be accessed by students.

### Course Pre-requisites:

Completed or concurrently enrolled in all of:

- SOCI100A - Introduction to Sociology: Understanding Social Life (1.5)
- SOCI100B - Introduction to Sociology: Understanding Contemporary Society (1.5)

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<sup>1</sup> This outline is only intended to give an overall sense of the course. A detailed course outline will be made available in January before the first day of class. Only that outline is to be considered official.

**Topics May Include:**

Fundamentals of social research, basics of qualitative and quantitative research, qualitative and quantitative divide, ethics in survey research, research design, measurement, sampling, validity, reliability and generalizability.

**Required Resources:**

Bryman, A. and Bell, E. (2019). *Social Research Methods*, 5th Canadian Edition. Toronto: Oxford University Press.

**Grading May Include:**

Course participation/engagement (includes online discussion forum postings), 1 Midterm exam, 1 Final exam, 1 small group project