SSCI300

Advanced Social Research Methods

S1 Day 2019

Dept of Sociology

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
Dr. Dong-Ju Lee
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Contact via Email
By appointment

Dong-Ju Lee
dong-ju.lee@mq.edu.au

Credit points
3

Prerequisites
(30cp at 100 level or above including (SOC224 and (SSCI200 or SSC200))) or (3cp from SOC units at 300 level and admission to BSocSc or BSocScLLB)

Corequisites

Co-badged status

Unit description
This unit introduces advanced data analysis skills for the social sciences through workshops based on secondary data analysis and project work. The unit will apply all of the skills and capabilities learned through the social science program to the analysis of data in practice. Topics covered include a review of basic quantitative statistics, the development of these skills through forms of regression and the analysis of variance, as well as methods of coding qualitative data for analysis. Practical classes are based on the use of the SPSS statistical package are supported by a choice of secondary data analysis or theoretical library-based projects. Background knowledge of social statistics and social research methods is strongly recommended for prospective students of this unit.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Learn how to analyse and interpret data collected from social research using a range of

techniques

Learn how to develop hypotheses for quantitative data analysis

Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner

Develop skills using software packages to analyse qualitative and quantitative data in social research

Gain first-hand experience in using SPSS to conduct advanced quantitative data analysis, including how to interpret regression models

Gain first-hand experience in using NVivo appropriately to undertake advanced qualitative data analysis

Gain experience in critically analysing data relating to contemporary social issues

Further develop oral and written communication skills for conveying research results in an ethical, responsible and engaged manner to a range of audiences

General Assessment Information

Academic Integrity

Academic Integrity is an intergral part of the core values and principles contained in the Macquarie University Ethics Statement. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- All academic work claimed as original is the work of the author making the claim
- All academic collaborations are acknowledged
- Academic work is not falsified in any way
- When the ideas of others are used, these ideas are acknowledged appropriately

More information is available from *Policy Central* here.

University Grading Policy

The grade that a student receives will signify their overall performance in meeting the learning outcomes of the unit of study. Graded units will use the following grades

HD   High Distinction   85-100

D   Distinction   75-84

Cr   Credit   65-74

P   Pass   50-64

F   Fail   0-49

Return of Marked Work

As per university policy, written assessments will be returned to students within three weeks of the submission date. Early assignments will not be marked early. And, the short class test held during the examination period at the end of semester will not be returned to students.

Special Consideration (Extensions)

The University recognises that students may experience events or conditions that adversely affect their academic performance. If you experience serious and unavoidable difficulties at exam time or when assessment tasks are due, you can consider applying for Special Consideration.

You need to show that the circumstances:

1. were serious, unexpected and unavoidable

2. were beyond your control

3. caused substantial disruption to your academic work

4. substantially interfered with your otherwise satisfactory fulfilment of the unit requirements

5. lasted at least three consecutive days or a total of 5 days within the teaching period and prevented completion of an assessment task scheduled for a specific date.

More information about Special Consideration is available here.

Late Penalties

Unless a Special Consideration request has been submitted and approved, (a)
a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

Campus Wellbeing

Macquarie University offers a range of wellbeing services (including [but not limited to]: health, welfare, counselling, disability and student advocacy services) that are available to you at any time during your studies. Campus Wellbeing is here to support you and help you succeed, both academically and personally. More information is available here.

Assessment Tasks

Name	Weighting	Hurdle	Due
Short Quiz 1	15%	No	7th April
Short Quiz 2	25%	No	9th May
Research Analysis Task	50%	No	7th June
Workshop Engagement	10%	No	Ongoing

Short Quiz 1

Due: **7th April**
Weighting: **15%**

This short quiz will consist of 15 multiple choice questions and you will have 20 minutes to complete it. You will be asked to read each question and select the **BEST response** from the available options. The short quiz is designed to provide you with an early insight into how you are going in the course. It will draw on course materials from the lectures and workshops.

The online quiz will become available on 4th April and you can undertake the quiz until 7th April (at 11:59 pm EST). It will become available via the SSCI300 iLearn page. **The quiz can only be taken once and it is up to you to ensure that you have time available to undertake the quiz.**

More information will become available in the early weeks of semester. Please follow the *Special Consideration* policy when applying for an extension. As per the Faculty of Arts policy, no late submissions will be accepted for the online quiz without an extension.

N.B. In the event of technical difficulties, it is your responsibility to contact the unit convenor before the due date and follow the instructions on iLearn of the process to follow in notifying the university. We advise you to ensure that you can access the link to the quiz on 4th April (without starting the quiz unless you want to).

On successful completion you will be able to:

- Learn how to analyse and interpret data collected from social research using a range of techniques
- Learn how to develop hypotheses for quantitative data analysis
- Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
- Further develop oral and written communication skills for conveying research results in

an ethical, responsible and engaged manner to a range of audiences

Short Quiz 2

Due: **9th May**
Weighting: **25%**

This short quiz will be administered online via the course iLearn page. Students will have 40 minutes to complete the quiz (including 5 minutes reading time). It will focus on course materials up to week 7. The main focus of this quiz will be on practical applications of quantitative analysis techniques in the social sciences. Be warned that interpreting SPSS regression output will be tested in this quiz.

The quiz will comprise multiple-choice and short answer questions. Marks will be awarded for correct answers, but will not be deducted for incorrect ones. The quiz is designed to provide students with an indication of how well they are going with the course and offer further incentive to attend both lectures and workshops. Please follow the directions provided closely when answering short answer questions to avoid losing marks.

The online quiz will become available on 7th May and you can undertake the quiz until 9th May (at 11:59 pm EST). It will become available via the SSCI300 iLearn page. **The quiz can only be taken once and it is up to you to ensure that you have time available to undertake the quiz.**

More information will be provided during semester. Please follow the *Special Consideration* policy when applying for an extension. As per the Faculty of Arts policy, no late submissions will be accepted for the online quiz without an extension.

N.B. In the event of technical difficulties, it is your responsibility to contact the unit convenor before the due date and follow the instructions on iLearn of the process to follow in notifying the university. We advise you to ensure that you can access the link to the quiz on 7th May (without starting the quiz unless you want to).

On successful completion you will be able to:
  • Learn how to analyse and interpret data collected from social research using a range of techniques
  • Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
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Research Analysis Task

Due: **7th June**
Weighting: **50%**

The major assessment for *SSCI300* is a research report of **1,800 to 2,000 words**. This task

requires you to exercise your social research imagination to analyse secondary data in relation to a specific research topic. Both the research topics and associated datasets for this task will be provided and become available on the SSCI300 iLearn page during the mid-semester break. Each of the options requires a different balance of qualitative and quantitative analysis to be undertaken.

This task will require you to select a research topic (and its related dataset) from the options made available on the iLearn page. You will need to do some background reading on the topic and critically reflect on it. This task will also require you to analyse qualitative and/or quantitative data using appropriate techniques that we cover in the course, and, write up your findings in the format of a report. And, this task will require you to write a reflection on using NVivo to analyse qualitative data as an appendix (this appendix does not have to count toward you word count, but it should be no more than 350 words).

This task should be submitted via **Turnitin** and it will be marked via **GradeMark**. Please do not submit hard copies of this task and ensure that you have access to the Turnitin link well before the due date. More information about this task, the three options, how to present it and how to analyse data will be provided in the lectures, workshops and on the iLearn page.

N.B. As an important part of this task is to reflect on appropriate uses of computer software in the social sciences, you are required to use NVivo to analyse the data you are provided with. SPSS should also be used if relevant to your research question and data. More information about how to access these software programs will be provided during the semester.

On successful completion you will be able to:
- Learn how to analyse and interpret data collected from social research using a range of techniques
- Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
- Develop skills using software packages to analyse qualitative and quantitative data in social research
- Gain first-hand experience in using SPSS to conduct advanced quantitative data analysis, including how to interpret regression models
- Gain first-hand experience in using NVivo appropriately to undertake advanced qualitative data analysis
- Gain experience in critically analysing data relating to contemporary social issues
- Further develop oral and written communication skills for conveying research results in an ethical, responsible and engaged manner to a range of audiences

Workshop Engagement

Due: **Ongoing**
Weighting: **10%**

The weekly workshops are compulsory. To meet the requirements of this course, you need to attend at least 80 per cent of workshops. In addition to attending, you are also expected to actively participate. Contributing to workshops is particularly important in this course because of its practical focus. You can demonstrate active engagement by participating in workshop activities (in both the qualitative and quantitative modules of the course). We will look for evidence that you have done the workshop activities and your ability to engage respectfully with other students. Reflections might focus on what your experience of using the software programs and results imply for social science research methodologies and, where relevant, what implications your findings have for understanding society. You can also demonstrate engagement by posing questions to other students and responding respectfully to questions asked by others. As an incentive, 10 percent of your final mark will be awarded for your attendance and your participation.

On successful completion you will be able to:

- Learn how to analyse and interpret data collected from social research using a range of techniques
- Learn how to develop hypotheses for quantitative data analysis
- Develop skills using software packages to analyse qualitative and quantitative data in social research
- Gain first-hand experience in using SPSS to conduct advanced quantitative data analysis, including how to interpret regression models
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Delivery and Resources

Lecture and workshops

Lectures are recorded and available online via ECHO360's Active Learning Platform (accessible via iLearn). There are no on-campus lectures for this unit.

Workshops (tutorials) will run between week 2 and 12 of semester (inclusive) and be 90 minutes in duration.

Technology used

The following technologies are used in SSCI300...

iLearn

Important information about the weekly schedule for SSCI300, course readings and assessment are all available on the course *iLearn* page. If you do not have access, please contact IT help. You are required to check iLearn and your student email regularly for course updates and

information.

iLab

iLab is the university's Remote Desktop system that allows you to connect to university computers remotely. This allows you to use SPSS (and NVivo) over the internet on an off-campus computer (desktop computer or laptop). Please note that NVivo can also be downloaded from the Software Downloads section of the student portal. More information will be provided in class sessions and is available here.

In the event that students cannot access iLab, the university has some computers with SPSS and NVivo in the library and C5C computer labs that are available to students outside of class hours. Please note that these labs can become very busy in peak periods.

Turnitin and GradeMark

The written assessment for SSCI300 needs to be submitted via Turnitin. A link to Turnitin is available via the Assessments tab on the iLearn page. Please contact the convenor if you cannot find it (do not leave it until the day of the assessment). Assessments will be marked via GradeMark and returned to students electronically.

SPSS and NVivo

We will use both SPSS and NVivo in SSCI300. Students have access to both programs free of charge on in the workshops, on campus in the library computer labs and off-campus through *iLab* (see above). If you have a PC or a Mac, you can download a copy of NVivo from the *software downloads* section of the student portal on the Macquarie University website (note that the Mac version of NVivo has fewer features). We will be using the PC version in class.

Textbooks

This course draws on one required textbook:

Bazeley, P. and K. Jackson (2013) *Qualitative Data Analysis with NVivo*, 2nd Edition, Sage: Thousand Oaks.

For those interested in a textbook for the first half of the course, the following is recommended (but not required):

Pallant, J. (2013) *SPSS Survival Manual: A step by step guide to data analysis using IBM SPSS*, 5th Edition, Allen & Unwin: Sydney.

Readings on Leganto

Additional readings for the course should be available free-of-charge via Leganto. A link to Leganto and the readings for the unit is on iLearn.

Unit Schedule

1	Introduction to SSCI300: The practice of social science research	No workshops
2	From Survey Methods to Quantitative Data Analysis	*SPSS 1:* Investigating variables
3	Developing Hypotheses: The 'bread and butter' of quantitative reasoning	*SPSS 2*: Analysing tables and graphs *Activity:* Designing hypotheses
4	Making Inferences and Testing Hypotheses	SPSS 3: Confidence intervals & Cross-tabs *Activity:* Refining hypotheses
5	Testing for Associations	*SPSS 4*: Gamma & Correlation
6	Introducing Linear Regression	*SPSS 5:* Linear regression
7	Interpreting Logistic Regression Models	*SPSS 6*: Binary logistic regression
8	Making Sense of Qualitative Data with Computers / Coding & Writing Memos	*NVivo 1*: Exploring data
9	Thematic Analysis: The *staple* of qualitative research	*NVivo 2*: Nodes, memos & annotations
10	Thematic Analysis II: Identifying 'categories' and 'themes'	*Major Project Workshop*
11	Grounded Theory, Discourse Analysis & Analysing Narratives	*NVivo 3:* Going further with nodes & queries
12	Mixed Methods Social Research	*NVivo 4:* Visualising codes
13	Revision week	No workshops.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
- Gain experience in critically analysing data relating to contemporary social issues
- Further develop oral and written communication skills for conveying research results in an ethical, responsible and engaged manner to a range of audiences

Assessment task

- Research Analysis Task

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement.

They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Develop skills using software packages to analyse qualitative and quantitative data in social research
- Gain first-hand experience in using SPSS to conduct advanced quantitative data analysis, including how to interpret regression models
- Gain first-hand experience in using NVivo appropriately to undertake advanced qualitative data analysis

Assessment tasks

- Short Quiz 1
- Short Quiz 2
- Research Analysis Task
- Workshop Engagement

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Gain first-hand experience in using SPSS to conduct advanced quantitative data analysis, including how to interpret regression models
- Gain first-hand experience in using NVivo appropriately to undertake advanced qualitative data analysis
- Gain experience in critically analysing data relating to contemporary social issues

Assessment task

- Workshop Engagement

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them

competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Learn how to analyse and interpret data collected from social research using a range of techniques
- Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
- Gain experience in critically analysing data relating to contemporary social issues

Assessment task

- Research Analysis Task

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Learn how to develop hypotheses for quantitative data analysis
- Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
- Gain experience in critically analysing data relating to contemporary social issues

Assessment tasks

- Short Quiz 1
- Short Quiz 2
- Research Analysis Task

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in

order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Learn how to analyse and interpret data collected from social research using a range of techniques
- Learn how to develop hypotheses for quantitative data analysis
- Gain first-hand experience in using SPSS to conduct advanced quantitative data analysis, including how to interpret regression models
- Gain first-hand experience in using NVivo appropriately to undertake advanced qualitative data analysis

Assessment tasks

- Research Analysis Task
- Workshop Engagement

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

- Further develop oral and written communication skills for conveying research results in an ethical, responsible and engaged manner to a range of audiences

Assessment tasks

- Short Quiz 1
- Short Quiz 2
- Research Analysis Task
- Workshop Engagement

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should

have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Actively develop skills in interpreting data and the results generated by social research in an ethical and responsible manner
- Gain experience in critically analysing data relating to contemporary social issues

Assessment tasks

- Research Analysis Task
- Workshop Engagement

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- Learn how to analyse and interpret data collected from social research using a range of techniques
- Gain experience in critically analysing data relating to contemporary social issues
- Further develop oral and written communication skills for conveying research results in an ethical, responsible and engaged manner to a range of audiences

Assessment task

- Research Analysis Task

Changes from Previous Offering

Lecture recordings are being used instead of live lectures.