



# SSCI202

## Survey Research in the Social Sciences

S2 Day 2019

*Dept of Sociology*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit convenor

Hangyoung Lee

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Contact via Email

South Wing on Level 2, Australian Hearing Hub

By appointment

Credit points

3

Prerequisites

SSCI100

Corequisites

Co-badged status

Unit description

The unit introduces students to the logic of quantitative social inquiry, with a specific focus on social surveys. Social surveys are widely utilised in today's social science workplaces, with an array of uses in policy-making, public debate and social research. Survey methodologies collect systematic information about cases and present this information in a structured 'data grid', which can be used to test theoretically informed hypotheses and inferences. Surveys are used in many different types of studies, from quasi-experiments to cross-sectional and longitudinal studies. Building on SSCI100 and SSCI201, the unit focuses on linking quantitative research design to data analysis, including the deductive logic of quantitative research and analysis. Students learn how to develop survey questionnaires and collect other forms of quantitative data, as well as how to use computer software to analyse data structured into a grid. The unit aims to show that credible findings from survey research are as reliant on collecting valid and reliable data as they are on applying relevant analytic techniques.

## 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:

Understand the link between quantitative research design, survey procedures and

statistical analyses.

Critically understand common statistics reported in our society (e.g., public polls).

Analyse survey datasets using a range of statistical techniques.

Use SPSS to generate statistical outputs (e.g., statistical charts and tables).

Interpret statistical results in plain English.

Conduct original research using quantitative research methods.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Quiz 1</a>	20%	No	Week 6
<a href="#">Quiz 2</a>	20%	No	Week 12
<a href="#">Data Analysis Report</a>	40%	No	14th November
<a href="#">Active Participation</a>	20%	No	Ongoing

### Quiz 1

Due: **Week 6**

Weighting: **20%**

Quiz 1 will be administered online via the course iLearn page. It will consist of **20 multiple-choice or true-or-false questions**, and you will have **40 minutes to complete it**. You will be asked to read each question and select the BEST response from the available options. This quiz will draw on course materials from the lectures and workshops from week 1 to week 6.

The online quiz will become available on Thursday 5th September, and you can undertake the quiz until Friday 6th September (at 11:59 pm EST). It will become available via the SSCI202 iLearn page. **The quiz can be taken only once, and it is up to you to ensure that you have time available to undertake the quiz.**

More information will become available in week 5 of the 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.**

Note) *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 in notifying the university. We advise you to ensure that you can access the link to the quiz on Thursday 5th September (without starting the quiz unless you want to).*

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedures and statistical analyses.

- Critically understand common statistics reported in our society (e.g., public polls).

## Quiz 2

Due: **Week 12**

Weighting: **20%**

Quiz 2 will be also administered online via the course iLearn page. Again, students will have **40 minutes to complete the quiz** (which consists of **20 multiple-choice or true-false questions**). It will focus on course materials from week 7 to week 12.

The online quiz will become available on Thursday 31st October, and you can undertake the quiz until Friday 1st November (at 11:59 pm EST). It will become available via the SSCI202 **iLearn** page. **The quiz can be taken only once, and it is up to you to ensure that you have time available to undertake the quiz.**

More information will be provided in week 10 of the 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.**

*Note) 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 in notifying the university. We advise you to ensure that you can access the link to the quiz on Thursday 25th October (without starting the quiz unless you want to).*

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Critically understand common statistics reported in our society (e.g., public polls).

## Data Analysis Report

Due: **14th November**

Weighting: **40%**

The major assessment for SSCI202 is a **data analysis report of 1,800 to 2,000 words**. This task is designed to assess students' overall ability to address social science inquiries using quantitative research skills. It will require you to select a research topic (and its related datasets) from the options made available on the **iLearn** page. You will need to do some background reading on the topic, critically reflect on it, formulate research hypotheses, analyse the related dataset, and interpret the statistical outcomes. Using **SPSS** is a must for this task. You will learn all the necessary **SPSS** skills in the workshops throughout the semester.

Both the research topics and associated datasets for this task will be provided and become available on the SSCI202 **iLearn** page in week 8 of the semester. The report 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 before the due date. More information will be provided in week 8 of the semester.

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Analyse survey datasets using a range of statistical techniques.
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).
- Interpret statistical results in plain English.
- Conduct original research using quantitative research methods.

## Active Participation

Due: **Ongoing**

Weighting: **20%**

**Internal students** are expected to attend both weekly lectures and workshops. Also, students are expected to participate actively.

If internal students are unable to attend the lecture in person, students can meet their lecture participation requirement by submitting 300 to 400 word summaries of the lectures via the iLearn page

Internal student participation grade will be based on:

- attending at least 80% of lectures and attending a minimum 80% of tutorials.
- making a contribution to class discussion.
- being active in group activities and submitting exercises/summaries when required.
- engaging respectfully with other students.

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Critically understand common statistics reported in our society (e.g., public polls).
- Analyse survey datasets using a range of statistical techniques.
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).
- Interpret statistical results in plain English.
- Conduct original research using quantitative research methods.

## Delivery and Resources

### Lecture and workshop times

Lectures will take place on Mondays from 12 pm to 2 pm in [23 Wallys Walk - T2 Theatre](#). Lecture recordings and visual materials can also be accessed using **ECHO360** on the **iLearn**.

Workshops will take place on Mondays, Tuesdays and Wednesdays in [6 Eastern Rd - 104 Faculty PC Lab](#).

## Textbooks

This course draws on one required textbook:

Leon-Guerrero, Anna and Chava Frankfort-Nachmias (2018) *Essentials of Social Statistics for a Diverse Society*, 3rd Edition. Sage: Thousand Oaks.

## Technology used

The following technologies are used in SSCI202:

### **iLearn**

Important information about the weekly schedule for SSCI202, 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. It allows you to use **SPSS** over the internet on- and off-campus computer (desktop computer or laptop). If students cannot access **iLab**, the university has some computers with **SPSS** in the library and digital lounge (C5C - 17 Wally's Walk) that are available to students outside of class hours. Please note that these labs can become very busy during peak periods.

### **AppStream**

AppStream is the university's a new application streaming service which provides students access to existing iLab applications via browser from anywhere, anytime, on any device. Students do not need to install a client on their device to access applications. Google Chrome is recommended browser for AppStream. Single Sign On integrated for AppStream: Login to [mq.okta.com](#) with your MQ OneID to access AppStream applications.

### **Turnitin and GradeMark**

The written assessment for SSCI202 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 due date of the assessment). Assessments will be marked via **GradeMark** and returned to students electronically.

### **SPSS**

**SPSS** is the primary statistical analytic tool for SSCI202. It is available in the workshops and some computers in the library and digital lounge (C5C - 17 Wally's Walk). Students can also access remotely **SPSS** through **iLab** (see above).

## Unit Schedule

Week	Lecture	Workshop
1	Introduction to Quantitative Research Methods	No workshop
2	Quantitative Research Design	Introduction to SPSS
3	Univariate Statistics	Exploratory Data Analysis 1
4	Statistical Charts and Normal Distribution	Exploratory Data Analysis 2
5	Normal Distribution	Normal Distribution and Z-scores
6	Sampling and Sampling Distribution	Random Sampling Experiment
7	Estimating Confidence Intervals	Computing Confidence Intervals
8	Testing Hypotheses	T-test
9	No lecture (Labour Day)	No workshop
10	Bivariate Association	Cross-table and Chi-square
11	Correlation and Regression	Correlation and Regression Analysis
12	Multiple Regression Model	Multiple Regression Analysis 1
13	Dummy Variables in Regression Model	Multiple Regression Analysis 2

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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 \(htt](#)

[ps://students.mq.edu.au/support/study/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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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

- Critically understand common statistics reported in our society (e.g., public polls).
- Analyse survey datasets using a range of statistical techniques.
- Interpret statistical results in plain English.
- Conduct original research using quantitative research methods.

#### Assessment task

- Data Analysis Report

### 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

- Critically understand common statistics reported in our society (e.g., public polls).
- Analyse survey datasets using a range of statistical techniques.
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).
- Interpret statistical results in plain English.
- Conduct original research using quantitative research methods.

#### Assessment task

- Data Analysis Report

### 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**

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Critically understand common statistics reported in our society (e.g., public polls).
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).
- Interpret statistical results in plain English.

### **Assessment task**

- Data Analysis Report

## **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**

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Analyse survey datasets using a range of statistical techniques.
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).

### **Assessment tasks**

- Quiz 1
- Quiz 2
- Active Participation

## **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**

- Critically understand common statistics reported in our society (e.g., public polls).
- Conduct original research using quantitative research methods.

### **Assessment tasks**

- Quiz 1
- Quiz 2
- Data Analysis Report

## **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**

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Analyse survey datasets using a range of statistical techniques.
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).
- Conduct original research using quantitative research methods.

### **Assessment tasks**

- Quiz 1
- Quiz 2
- Data Analysis Report

## **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 outcomes

- Analyse survey datasets using a range of statistical techniques.
- Use SPSS to generate statistical outputs (e.g., statistical charts and tables).
- Interpret statistical results in plain English.
- Conduct original research using quantitative research methods.

## Assessment tasks

- Quiz 1
- Quiz 2
- Data Analysis Report
- Active Participation

## 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

- Understand the link between quantitative research design, survey procedures and statistical analyses.
- Critically understand common statistics reported in our society (e.g., public polls).
- Interpret statistical results in plain English.

## Assessment task

- Active Participation

## 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

- Understand the link between quantitative research design, survey procedures and

statistical analyses.

- Critically understand common statistics reported in our society (e.g., public polls).

## **Assessment task**

- Active Participation

## **Changes since First Published**

<b>Date</b>	<b>Description</b>
25/07/2019	The unit schedule and the assessment task due dates have been changed.