SOCI 109 – Spring 2025 - Computer Appl/Data Management

Instructor: Kevin Kilpatrick

Days & Time: Friday 2:00-4:50

Room: SSB101

Office: SSB465

SOCI 109 Office Hours – M/F – 5:00-7:00, or by ZOOM Appointment

Students must **email the prof and let him know you are coming to office hours**

Sociology Office – SSB401

Administrative Coordinator – Selaina Mansheim – smansheim@ucsd.edu

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## Course Description

SOCI 109 is designed to introduce students to advanced concepts of research methodology, and to help students better understand the process of survey project execution at the professional level.

Students in SOCI 109 will complete a research project from start to finish. leads students through the process of writing a survey questionnaire (not) and building a database from that questionnaire. Further, students will distribute the survey throughout campus, run the analyses, executing efficient and readable output files and writing research reports/presentations.

We will also learn about GIS mapping imagery and writing SPSS syntax code. Students will learn advanced MS Word and Powerpoint (which doesn’t mean anything because you all use Google Docs 😊) methods that will lift their report writing and presentation skills far above their peers.

There are no exams in SOCI 109. The grade will be comprised of writing ability on a number of paper assignments, syntax code and mapping, the elements of report generation, and presentation of results.

Students should contact the professor promptly with *any* difficulties.

## Required Text:

There is no required or recommended text. The course will be conducted entirely through Canvas.

## Student Learning Outcomes:

This course contains elements of the following student learning outcomes:

1. Analyze the merits of competing theoretical approaches to formulate empirically researchable questions about social life. SOCI 109 introduces the primary sociological theories and challenges students to focus their general research question around a specific sociological premise.

2. Locate, analyze, assess, and communicate sociological scholarship. SOCI 109 is a steppingstone to graduate studies in sociological practice. It exposes frailties in political polling and the release of incomplete or skewed data by the media. It also introduces students to a diverse number of employment possibilities, including but not limited to civic, clinical, academic, funded project, and market research.

3. Understand and employ a range of quantitative research strategies - and their applicability to particular research questions, theoretical orientations and social contexts. SOCI 109 focuses on quantitative research strategies only, however, there are numerous research question possibilities and social contexts to which the data can be applied. Theoretical orientations are introduced to students at the onset of the semester and can be included in their general research questions and final research projects.

4. Construct informed theories of social behavior from systematic observation of social life. SOCI 109 uses secondary data analysis to form general and specific research questions. The data represent genuine answers to questions dealing with a diverse range of CSUSM experience and social media topics. Behavioral observations can range from how content an individual is in general, how uncomfortable one is when deprived of their ability to use social media, how much their life at CSUSM affects their overall life, and many other topics.

5. Understand the ethical and social justice implications of sociological inquiry. SOCI 109 contains a section specifically targeting the ethics of quantitative research. Examples of biased reporting based on purposely skewed datasets will be presented. Social justice implications are reinforced with specific examples throughout the semester.

6. Apply sociological theory and empirical research to advocate for positive social change. SOCI 109 highlights examples of both reliable and suspect research outcomes. This gives students a critical awareness about the type of data and results available to an innocent populace.

7. Analyze and interpret the diversity of social experience associated with criminology and social justice issues, especially as they relate to race, class, gender, age, sexualities, religion and nationality.

8. Locate, analyze, assess, and communicate criminology and social justice scholarship.

9. Articulate the applicability of and demonstrate ability to employ a range of research strategies to particular research questions, theoretical orientations, and social contexts.

**Students who graduate with a Bachelor of Arts in CSS will be able to:**

1. Analyze and interpret the diversity of social experience using a sociological perspective,

especially in relation to race, class, gender, age, sexual preference, religion and

nationality.

2. Assess competing theoretical approaches to societal problems of publics with differing

and multiple interests; specify structural or institutional sources of these social problems;

and propose and assess policies, interventions and/or modes of advocacy that will enact

positive change.

3. Locate, analyze, assess, and communicate sociological scholarship.

4. Apply quantitative or qualitative strategies to research questions, theoretical orientations,

and/or social contexts.

5. Articulate the ethical and social justice implications of sociological inquiry.

**Academic Honesty and Integrity:**

Students will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All assignments must be original work, clear and error-free. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated accordingly.

Students are responsible for honest completion and representation of their work. Your course catalog details the ethical standards and penalties for infractions. There will be zero tolerance for infractions. If you believe there has been an infraction by someone in the class, please bring it to the instructor’s attention. The instructor reserves the right to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment of a failing grade for an exam, assignment, or the class as a whole.

Incidents of Academic Dishonesty will be reported to the Dean of Students. Sanctions at the University level may include suspension or expulsion from the University.

**Civil Campus Campaign**, and how its principles apply to **this** class. Anyone challenging civility in my classes will feel my wrath.

**Care**- Consideration of others

**Respect**- Esteem for others

**Empathy**- Recognize and share feelings of others

**Culture**- Experiences from others different than ourselves

**Humanity**- Our world population / diversity

**X/C** - Attend an on or off in-person or virtual campus function - 5 pts. (you can attend up to five events)

## Course Requirements

**Commitment**:

If you want an ‘A’, and we all do, please come to class. Do your assignments well. Ask Kilpatrick any question you like, anytime.

**Computers**:

Students should possess a good working knowledge of computer file folder trees and the makeup of a desktop or laptop screen. A sound grasp of Word and Excel are also recommended, but not required. Experience with statistical software is not required. Students should always be aware of no less than three ways to save files. NEVER work on a datafile after OPENING it from an email or other electronic communication. ALWAYS use the save as command to save it as a new file and then work on it.

**Course Design**:

This course will cover material in Kilpatrick’s lessons (MS Powerpoint), problem sets (MS Word), and various aspects of survey research projects, including GIS mapping, syntax, data manipulation, descriptive and inferential reporting, the test for significance, and other topics.

## Grading

**There are 400 possible points in this class. You'll need 380 to get an A. Final grades for this course will be calculated from the following requirements:**

**SPSS Frequency Distribution Table (30 points)**

Just a quick assignment to let skool know you’re here

**GIS Mapping (50 points)**

A very cool way to show research results by generating a diverse assortment of maps.

**Syntax File (50 points)**

Specific SPSS syntax computer code which executes commands to define datasets, manipulate variables, run descriptive and inferential statistical analyses.

**Recoding and Select If Commands (70 points)**

Data manipulation is an oft used practice in professional research settings. Students will produce frequency distribution tables based on Recode & Select If problems provided by yours truly.

**Final Survey Project Paper – (80 points) (Must include these ingredients)**

 Report of Findings

 Paper must show at least two types of inferential analysis

 Paper must contain “Word Wrap” text around tables and/or charts.

**Final Survey Project Presentation (50 points)**

 Powerpoint / i-Movie / Prezi / Tik Tok / Whatever / Make it dope, chill, cool?

 This is a summary of your report you would show on a screen while delivering a lecture. Everyone in the audience has a copy of your paper, so make sure your presentation is uncluttered.

**Student Dataset (70 points)**

 Database built from the questionnaire.

 Defined Completely / Question by Question

 Ready for Data Input

 **Title Case** for All Labels / **Spelling** is very important

## Writing Assignments

Assignment #2: Write a short, 6-8 page research report.

Assignment #3: Produce a short, 8-10 slide research presentation (summary of your paper).

## Course Schedule

### 4/4

Introduction & WDYGASAA

**Important** – create an ArcGIS account this week! See Canvas.

Please download all files ending with the word “Database” into a safe folder. Take a gander at the syllabus, shoot me an email if you have any questions.

Please go into the introduction and tell me which picture you like and why. A few sentences are all I ask.

Go into the forum this week or next and tell me WDYGASAA. Read a few of the other students’ comments. Get to know each other.

### 4/11

**Defining an SPSS Database**

This week you will use the questionnaire you approved to define and build an SPSS database. Please see this week’s Canvas for more info and videos.

### 4/18

**Descriptive Analysis**

We will run frequency tables, descriptives tables, and crosstabulation tables. Then well run them again, and again, and again! MUHUHAHAHAHAHAHAHA!!!!!!!!!!

### 4/25

**Select If Commands**

This week we get to learn how people and organizations lie through their teeth using statistics. The Select Cases command allows one to hold back any information they please before performing analyses.

### 5/2

**ArcGIS Mapping Software Introduction & Lesson**

Geographic Information Systems Maps are another way to show data to various audiences. People have different learning styles, and GIS Maps are very visual. Please see this week’s Canvas for more info and videos.

### 5/9

**Syntax Code Lesson and Assignment**

This week we'll learn about syntax files, a way to save instructions to execute commands in SPSS. Defining databases with syntax commands saves tons of time when working on large databases and huge data dumps.

### 5/16 – President’s Day Holiday?

**Syntax Code Lesson Completion**

This week we'll learn about recoding SPSS variables. This type of manipulation creates new variables from existing variables in data sets. You might use these functions in order to perform certain analyses you couldn't with the original variable.

You can use syntax to manipulate variables (Recode and Select If) and run a variety of descriptive and inferential analyses. Like all the stuff you'll do to write your paper.

### 5/23

**Research Projects**

We will at look at a diagram of how to write your research paper and four inferential analyses you'll learn in this course: Crosstabulation, Correlation, Independent Sample T-test, and Analysis of Variance.

### 5/30

**Work on final projects – report, presentation, and database**

### 6/6

**Work on final projects – report, presentation, and database**

### 6/13 3:00 – 6:00 - Final Exam Day

**Work on final projects – report, presentation, and database**

### All Projects Due 6/18 11:59PM