

SOSS3001

Quantitative Social Research

Term 2, 2022



Course Overview

Staff Contact Details

Convenors

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School Contact Information

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Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.



Image courtesy of the Office of the Pro Vice-Chancellor Indigenous [UNSW's Indigenous strategy](#)

Course Details

Units of Credit 6

Summary of the Course

The ability to conduct high quality quantitative research is a valuable skill for social scientists and applied social researchers. This course offers you a detailed introduction to quantitative research methods and data analysis. The first part of the course elaborates on major themes in research design (e.g., measuring social concepts, sampling, data collection) and common challenges (e.g., generalisability, bias, non-response, attrition). The second part introduces you to data analysis techniques commonly used by applied social researchers. We cover: basic descriptive statistics; sampling and distributions; comparisons of means; analysis of contingency tables and categorical association; and correlations. Strategies for presenting quantitative social research data are emphasised throughout the course.

Course Learning Outcomes

1. Critically analyse quantitative social research
2. Develop quantitative research hypotheses
3. Design and describe appropriate methods for collecting quantitative data
4. Perform statistical analyses using statistical software
5. Report and interpret descriptive and inferential statistics

Teaching Strategies

This course seeks to provide students with knowledge about quantitative research as well as applied experience in how to run various statistical analyses using IBM SPSS Statistics (Statistical Software).

There is one 2 hour lecture and one 1.5 hour tutorial scheduled each week. It is assumed that students will spend several additional hours per week reading and preparing for tutorials and lectures and completing assessment tasks.

The 2 hour lecture is designed to help students to develop their understanding of the core issues in quantitative research methods. Lectures in this course are interactive, which means students will be asked to engage both with each other and with the lecturers with the aim of deepening their understanding of the course material. Lectures will be digitally recorded and made available for students who are unable to attend the lecture, or wish to revise content.

Tutorials are structured to help students learn practical skills in conducting and analysing quantitative research. Active participation in the tutorials will assist students to build skills in conducting a quantitative research project, analysing quantitative data using SPSS and writing up the results of the project.

Assessment

Assessment task	Weight	Due Date	Course Learning Outcomes Assessed
1. Research Report	40%	11/08/2022 06:00 PM	1, 3, 4, 5
2. Statistics take-home tests	60%	Not Applicable	2, 4, 5

Assessment 1: Research Report

Due date: 11/08/2022 06:00 PM

This assessment consists of a research report that includes a literature review, method description, results presentation and description, discussion and conclusion based on the course research topic and data collected during the semester.

2,500 words. This is the final assessment for attendance purposes.

Students will receive written feedback and a numerical grade within two weeks of submission through the University's Learning Management System (LMS). The feedback sheet/rubric will be available to students at the start of the course so that they can work towards specified standards.

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Additional details

For the report, you will need to *choose a research question that can be answerable with a quantitative dataset, outlining a brief literature review (5 citations at least), clarifying an argument, introducing your research design (including a set of testable hypotheses, an introduction of dataset and variables), methodology (e.g., **t** Test, **crosstab**, or **regression** techniques), quantitative results, and a written interpretation of your results and discussion*. You will be expected to derive meaningful interpretations from your results, and to clearly communicate what you have discovered. You can decide which dataset (e.g., the General Social Survey or other sources of your choosing). Your dataset must have at least 100 cases.

Assessment 2: Statistics take-home tests

This assessment will consist of four take-home tests. Each one will require students to submit an IBM SPSS Statistics (Statistical Software) output table plus 150 words on their interpretation of what the table means.

Students will receive written feedback and a numerical grade within two weeks of submission through the University's Learning Management System (LMS). The feedback sheet/rubric will be available to students at the start of the course so that they can work towards specified standards.

Additional details

Details: There will be 8 weekly assignments in the tutorials from week 2 to 10. Each assignment counts

10 points of the course grade. 6 highest assignments will be counted. The assignment will be in various forms. For example, it may include a short problem set designed to test your comprehension of the concepts from lecture, some multiple-choice questions, or ask you to submit an IBM SPSS Statistics (Statistical Software) output table plus 150-200 words on the interpretation of what the table means. The objectives of the assignments are to help you keep on top of the materials, actively engage in the research process, facilitate your ability to interpret quantitative data, and provide feedback to the instructor. **Each assignment will be due before the end of each tutorial.**

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 30 May - 3 June	Lecture	Introduction to quantitative research and analysis; conceptualization; operationalization; variables, measurement (validity/reliability)
	Tutorial	Finding variables; concepts and conceptualization; operationalization; principles of validity/reliability; creating levels of measurement
Week 2: 6 June - 10 June	Lecture	Probability; sampling; bias
	Tutorial	SPSS—play with it! Basic function demonstration; frequency tables; descriptive statistics in SPSS
Week 3: 13 June - 17 June	Lecture	Questionnaire design and survey research
	Tutorial	SPSS—Data preparation and cleaning; recoding and computing variables
Week 4: 20 June - 24 June	Lecture	SPSS—Quantification, interpretation, and presentation/visualization of data
	Tutorial	SPSS—Quantification, visualization, and interpretation of data
Week 5: 27 June - 1 July	Lecture	Significance; p-value; goodness of fit; hypothesis testing; t-Test
	Tutorial	Significance; hypothesis testing; t-Test
Week 6: 4 July - 8 July	Reading	Flexibility week—Consultation
Week 7: 11 July - 15 July	Lecture	Analysis of variance (ANOVA) and Chi-square
	Tutorial	SPSS—Analysis of variance (ANOVA); chi-square test
Week 8: 18 July - 22 July	Lecture	Bivariate analysis: cross-tabulations and correlations between variables
	Tutorial	SPSS—Cross-tabulations and correlations
Week 9: 25 July - 29 July	Lecture	Elaboration model and partial correlation

July	Tutorial	SPSS—Multivariate regression: Elaboration model
Week 10: 1 August - 5 August	Lecture	Multivariate regression
	Tutorial	SPSS—Multivariate regression

Resources

Prescribed Resources

Babbie, Earl. 2020. *The Practice of Social Research* (15th Edition). Boston, MA: Cengage Learning.

Recommended Resources

Agresti, Alan and Barbara Finlay. 2009. *Statistical Methods for the Social Sciences*. Upper Saddle River, NJ: Prentice Hall.

Aneshensel, Carol. 2013. *Theory-Based Data Analysis for the Social Sciences*. Thousand Oaks, CA: Pine Forge Press.

Booth, Wayne C, Gregory G. Colomb and Joseph M. Williams. 2016. *The Craft of Research*. Chicago, IL: University of Chicago Press.

Chambliss, Daniel F. and Russell K. Schutt. 2005. *Making Sense of the Social World: Methods of Investigation*. Thousand Oaks, CA: Sage.

Firebaugh, Glen. 2008. *Seven Rules for Social Research*. Princeton, NJ: Princeton University Press.

Green, Samuel. B and Neil J. Salkind. 2016. *Using SPSS for Windows and Macintosh: Analyzing and Understanding Data*. Upper Saddle River, NJ: Prentice-Hall.

Khan, Shamus and Dana R. Fisher. 2014. *The Practice of Research: How Social Scientists Answer Their Questions*. New York, NY: Oxford University Press.

Knapp, Herschel. 2017. *Introductory Statistics Using SPSS*. Thousand Oaks, CA: Sage.

Lane, David. 2015. Online Statistics. <http://onlinestatbook.com/2/index.html>

Levin, Jack, James Alan F. and David R. Forde. 2014. *Elementary Statistics in Social Research*. Boston, MA: Pearson Education Limited.

Miller, Jane E. 2013. *The Chicago Guide to Writing about Multivariate Analysis*. Chicago, IL: University of Chicago Press.

Miller, Jane E. 2015. *The Chicago Guide to Writing about Numbers*. Chicago, IL: University of Chicago Press.

Schutt, Russell K. 2015. *Investigating the Social World: The Process and Practice of Research*. Thousand Oaks, CA: Sage.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices

The [UNSW Academic Skills support](#) offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library has [the ELISE tool](#) available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study. Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided.)

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

Image Credit

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