

**CLASS:** SOCI 380, Survey Methods  
**TIME:** Monday & Wednesday 13:00-16:00  
**LOCATION:** ANSO 207  
**INSTRUCTOR:** Edward Akhmetshin, *Ph.D.*  
**EMAIL:** eakhmets@mail.ubc.ca  
**OFFICE:** ANSO 3108  
**OFFICE HOURS:** Wednesday 17:00-18:00 or by appointment

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**TEXTBOOK:**

George Gray and Neil Guppy. 2008. *Successful Surveys: Research Methods and Practice*. Toronto: Harcourt Canada. Fourth Edition.

**TECHNOLOGY:**

*i-Clicker Plus: Classroom Response System*

**COURSE DESCRIPTION:**

This course is designed to provide a comprehensive introduction to the use of survey methods for social science research. The course is organized into three sections. First, we will consider the ways and techniques of *designing* a survey. Second, we will look at how to *administer* a survey. Third, we will cover the ways that we have to *analyze* the results from a survey.

Lectures will highlight material covered in the text as well as provide supplemental information on relevant topics or issues. Students will be asked to reflect thoughtfully on information presented in class lectures. This class is based on the assumption that people best learn through hands on experience, interaction and discussion. In turn, we will regularly engage in small group work.

In this course, students will have a chance to design a survey questionnaire on their topic of interest, sample information from population of UBC or Vancouver, and, finally, analyze the results. *Connect* and *i-Clicker* technology will be used extensively to practice course and survey questions in the classroom. We will use conference style presentations of student work to highlight major findings and receive feedback for the final report. After the end of the course, best student papers may be considered for submission into *Sojourners*, a UBC's undergraduate sociology journal ([blogs.ubc.ca/ubcssa/sojourners](http://blogs.ubc.ca/ubcssa/sojourners)).

**GRADING:**

1. Attendance/Participation/Assignments (via i-Clicker)-----20%
2. Presentation/Final report-----30%
3. Mid-term exam-----20%
4. Final exam-----30%

## TIMETABLE

<b>DATE</b>	<b>TOPIC</b>	<b>READING</b>
May 11	<b>Introduction &amp; Purpose of Surveys;</b> Special Topic: Interview with Merv Field	Gray and Guppy ch 1-2
13	<b>Ethics &amp; Research Question</b>	Gray and Guppy ch 3-4
18	<b>Victoria Day – no class</b>	
20	<b>Research Design &amp; Measurement;</b> Data Analysis Lab (Buchanan 126)	Gray and Guppy ch 5-6
25	<b>Methodology &amp; Designing Questions</b>	Gray and Guppy ch 7-8
27	<b>Organizing &amp; Formatting Questionnaire;</b> Data Analysis Lab (Buchanan 126)	Gray and Guppy ch 9-10
June 1	<b>Sampling;</b> Data Analysis Lab (Buchanan 126)	Gray and Guppy ch 11-12
3	<b>Processing Data &amp; Writing Report;</b> Data Analysis Lab (Buchanan 126)	Gray and Guppy ch 13-14
8	<b>Presentations</b>	
10	<b>Presentations</b>	
15	<b>Presentations</b>	
17	<b>Presentations</b>	
	<b>FINAL EXAM</b> (Scheduled by the Registrar)	