GAVILAN COLLEGE
5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: PSYC 32 DIVISION: 10 ALSO LISTED AS: ANTH 32 and POLS 32 and SOC 32

TERM EFFECTIVE: Summer 2025 CURRICULUM APPROVAL DATE: 05/13/2025

SHORT TITLE: INTRO TO RESEARCH METHODS

LONG TITLE: Introduction to Research Methods

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

Out of Class Hrs:	108.00
Total Learning Hrs:	162.00

COURSE DESCRIPTION:

An overview of the qualitative and quantitative methodologies used in the social sciences. Students will learn how to design and conduct research, including: formulating research questions and hypotheses, reviewing the scientific literature, evaluating ethical issues, selecting appropriate methodologies, sample selection, organizing and analyzing data, applying statistics, and writing research reports. This course is also listed as ANTH 32 , SOC 32, and POLS 32. PREREQUISITE: PSYC C1000 or SOC 1A with a grade of "C" or better and STAT C1000 with a grade of "C" or better. C-ID: (PSY 200).

PREREQUISITES:

PSYC C1000 or SOC 1A with a grade of "C" or better and STAT C1000 with a grade of "C" or better.

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion

05 - Hybrid

71 - Dist. Ed Internet Simultaneous

72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Explain the basic principles of the scientific method.
2. Critically evaluate research findings in terms of quality, credibility, and applicability.
3. Examine various research designs and the role of quantitative and qualitative techniques in social science analyses.

COURSE OBJECTIVES:

By the end of this course, a student should:

1. Explain the basic principles of the scientific method.
2. Conceptualize and operationalize social variables in formulating testable hypotheses.
3. Describe how social research can be used to make informed decisions.
4. Understand the relationship between social theory and research.
5. Demonstrate proficiency in APA and ASA citation style.
6. Explain the ethical treatment of human and animal participants in research and the institutional requirements for conducting research.
7. Select appropriate research designs to test hypotheses.
8. Demonstrate knowledge of general research designs, experimental and non-experimental methods, and standard research practices.
9. Develop and test hypotheses.
10. Demonstrate familiarity with social science statistical software for conducting research and data analysis.
11. Demonstrate understanding of sampling methodologies.
12. Identify and review qualitative approaches in current use.
13. Synthesize a body of research findings.
14. Assess the generalizability of study results.

COURSE CONTENT:

Curriculum Approval Date: 05/13/2025

1. Introduction to Social Science Research and Inquiry (4 HOURS)
- Scientific and nonscientific approaches to knowledge
- The scientific method and its goals
- Hypothesis testing
- Basic and applied research
- Components of a research study
- Components of an academic study
- Conducting a literature review and Boolean Searches

2. Paradigms, Theories, and Doing Social Research (4 HOURS)
- Qualitative, quantitative, and mixed methods approaches to social research
- Components of a theory
- Paradigmatic assumptions (ontology, axiology, epistemology)
- Exploratory, explanatory, and descriptive research
- Causality and correlation
- Panel, cohort, cross-sectional, time series, and case study data
- Hypotheses and predictions
- Developing research questions

3. Research Ethics (4 HOURS)
- Ethical standards of Research (APA, ASA, etc.)
- Assessment of risks and benefits of research
- Informed consent
- Importance of debriefing
- Institutional review boards (IRBs)
- Use of deception in research
- Analysis of cases studies (e.g. Milgram?s Obedience Study, the Stanford Prison Study, the Tea Room Trade, Tuskegee Syphilis Study)

4. Measurement (4 HOURS)
- Conceptualization and operationalization of variables
- Construction of scales and indexes
- Reliability of measures
- Validity of measures (face, content, and criterion validity)
- Continuous and Discrete Variables
- Nominal, ordinal, and interval ratio variables

5. Sampling (4 HOURS)
- Sampling methodology including target population, sampling frame, and sample size
- Probability sampling (e.g. random, systematic, stratified)
- Non-probability sampling (e.g. snowball, purposive, quota, sequential)
- Sampling bias
- Non-response bias

6. Non-Reactive Research Methods (4 HOURS)
- Observational research and unobtrusive methods
- Content analysis
- Archival Research
- Historical and Comparative Research

COURSE CONTENT(CONTINUED):

7. Ethnographic, Field Work, and Qualitative Methods (4 HOURS)

- Ethnography and ethnographic methods
- Gaining access and gatekeepers
- Building rapport
- Taking fieldnotes
- In-depth interviews, focus groups, and life histories
- Constructing qualitative interview guides (structured, semi-structured, and unstructured interviews) and conducting interviews

8. Survey Research (4 HOURS)

- Purpose of survey research and when to use
- Survey design and fielding surveys
- Types of survey questions e.g. attitudes, beliefs, opinions, demographics, knowledge)
- Open vs closed questions
- Principles of good question writing and design issues
- Social desirability
- Survey modality (mail, web, telephone, face-to-face) and the advantages and disadvantages of each

9. Experimental Design (4 HOURS)

- Confounding variables and internal validity
- Assigning participants to experimental conditions
- Independent groups design
- Repeated measures design
- Matched pairs design

10. Mixed Methods Research (4 HOURS)

- philosophical debates
- characteristics of mixed methods research
- Triangulation
- Mixed Methods Designs (e.g. convergent parallel, explanatory sequential, exploratory sequential, embedded)

11. Quantitative Data Analysis (4 HOURS)

- Evaluating data sets (coding, entering and cleaning data)
- Descriptive Statistics
- Frequency Distributions, Histograms, and presentation of data
- Univariate Statistics
- Measures of Central Tendency
- Bivariate Statistics
- Multivariate Analysis
- Inferential Statistics
- Type I and Type II errors
- Data analysis software options (SPSS, SAS, STATA)

12. Qualitative Data Analysis (4 HOURS)

- Developing qualitative research questions
- Reflexivity and positionality
- Coding data (e.g. open, focused, in-vivo)
- Memoing and theme development
- Data analysis software options (Invivo, MaxQDA)

COURSE CONTENT(CONTINUED):

13. Writing the Research Report (4 HOURS)
- Organizing a research paper
- Presenting results
- Peer review process

Final Exam (2 Hours)

METHODS OF INSTRUCTION:

Methods of Instruction may include, but are not limited to, the following: Lecture Discussion Oral presentations Electronic discussions/chat Group activities

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours 30
Assignment Description
Reading assignments

Required Outside Hours 30
Assignment Description
Writing assignments

Required Outside Hours 30
Assignment Description
Research projects

Required Outside Hours 18
Assignment Description
Fieldwork assignments

METHODS OF EVALUATION:

Writing assignments
Evaluation Percent 40
Evaluation Description
Writing assignments, research projects

Objective examinations
Evaluation Percent 30
Evaluation Description
Multiple choice and essay quizzes and exams

Problem-solving assignments
Evaluation Percent 25
Evaluation Description
Quizzes
Skill demonstrations
Evaluation Percent 5
Evaluation Description
Research presentations

REPRESENTATIVE TEXTBOOKS:

Social Research Methods: Qualitative and Quantitative Approaches, 8th edition, Lawrence Neuman, Pearson, 2020 or a comparable textbook/material.

ISBN: 9780135719732

Grade 14 Grade Verified by: Dana Young

RECOMMENDED MATERIALS:

Cozby, P and Bates, S. (2025) Methods in Behavioral Research, 15th Ed.

Babbie, Earl. (2015). Observing Ourselves: Essays in Social Research 2nd Edition

Babbie, Earl. (2021). The Practice of Social Research. 15th Edition.

ARTICULATION and CERTIFICATE INFORMATION

GAV GE:
- GAV D
- GAV D2
- GAV Area 4

CSU GE:
- CSU D
- CSU D2

IGETC:
- IGETC 4

CALGETC:
- CALGETC Area 4

CSU TRANSFER:
- Transferable CSU

UC TRANSFER:
- Transferable UC

SUPPLEMENTAL DATA:

Basic Skills: N
Classification: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
C-ID: (PSY 200).
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: E
Course Control Number: CCC000558728
Sports/Physical Education Course: N
Taxonomy of Program: 200100
CIP: 420101