



Master Course Syllabus

For additional course information, including prerequisites, co-prerequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Year: 2025

Course Prefix: Soc 3030

Course and Section #: X01

Course Title: Social Research Methods WE

Credits: 3

Course Description

Teaches how to conduct social science research. Introduces different research methods in social sciences, including experiments, survey, field research, and unobtrusive research. Covers the following topics: steps in scientific research, the ethics of social research, research design, the logic of sampling, and strengths and limitations of each type of data collection method.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Rongxun Liang

Student Learning Outcomes

Upon successful completion, students should be able to:

1. Describe the process of doing scientific research.
 2. Explain various types of data collection methods in social science research.
 3. Compare the strengths and limitations of experiments, survey, field research, and unobtrusive research when collecting data.
 4. Comply with the ethical guidelines as codified in the American Sociological Association when conducting research.
 5. Design a research proposal in social sciences.
-

Course Materials and Texts

The Practice of Social Research 15th Edition by Earl Babbie, Cengage.

Course Requirements

Course Assignments, Assessments, and Grading Policy

Tests:

There are a total of 7 tests in this class, each consisting of 15-25 multiple-choice questions. All questions are based on the PowerPoint slides, the textbook, and lecture videos.

Each test is limited to 30-60 minutes. All tests are administered on Canvas.

The tests require critical thinking based on the readings.

Assignments:

There are 3 assignment: (1) Design a questionnaire, (2) Literature research report, and (3) Research proposal.

Students are required to post their finished assignments on Canvas discussion board to get feedback, critics, and refinement recommendations from peers. The purpose of the discussions is to challenge students to think from different perspectives and exchange ideas.

Term Paper:

Students are required to write a term paper for this class. The term paper is the final research report of the topic chosen by each student. It must use ASA style and follow the format of a professional journal article.

Grading:

Tests will count for 48% of the final grade.

Assignments will count for 35% of the final grade.

Term paper will count for 17% of the final grade.

Final grade breakdowns:

93%	A
90%	A-
87%	B+
83%	B
80%	B-
77%	C+
73%	C
70%	C-
67%	D+
63% or lower	D

General Description of the Subject Matter of Each Lecture or Discussion

Required Course Syllabus Statements

Generative AI

As outlined in UVU's Student Rights and Accountabilities, all students are expected "to maintain absolute integrity and high standards of individual honesty in academic work, and to observe a high standard of conduct within the academic environment." Plagiarism is considered a serious offense that is inconsistent with the university's mission and values. Every student is expected to produce original work and to use outside sources in a manner that consistently gives proper credit through established academic conventions.

Plagiarism is considered to have occurred if you:

- Use the exact wording of another author or source in a way that makes it appear as your own, regardless of the form in which those words originally appeared (e.g., a book, article, lecture, website, speech, graphic, or AI text generator).
- Paraphrase another author's wording in a manner where the language and/or syntax is too similar to the original passage without proper citation.
- Fail to clearly acknowledge the partial or full authorship of someone else in your submitted work.
- Fail to cite or quote textual resources properly, despite the instructor's efforts at educational intervention.
- Fabricate false information that is not supported by the actual research used in your writing project.
- Have someone else, paid or otherwise, write your paper or use a paper mill site with pre-written papers by other people.
- Generate and submit a paper using artificial intelligence, such as ChatGPT.

While the actions described above may be done with the intention to deceive, plagiarism can also occur accidentally due to careless use of sources, improper citation methods, or misunderstanding the conventions of the chosen style guide. Although distinguishing between intentional and accidental plagiarism is often a judgment call for the instructor, it is important to note that accidental plagiarism is still considered plagiarism. Addressing the incident is crucial regardless of intent. While the resulting consequences may vary based on the degree of intentionality, all forms of plagiarism will be treated with equal seriousness.

It's important to understand both the strengths and limitations of AI. AI has proven useful in brainstorming writing ideas, simplifying complex topics, and performing basic research. We believe AI can be a valuable tool for writers. However, AI also has significant drawbacks. It often exhibits accuracy problems while appearing confident in its incorrect responses. Additionally, it frequently generates fake citations and quotations and lacks the ability to understand the nuances and contexts of human communication. Finally, the way AI is trained on other texts poses several ethical questions about copyright and intellectual theft of property (along with uncritically inheriting the biases of the texts it's trained on).

To be clear, copying the exact wording from an AI chatbot is considered plagiarism, and students will be held accountable for violating academic integrity. While citation guides are beginning to provide methods for citing AI, we currently believe that citing AI does not align with academic writing standards, which emphasize knowing the exact author(s) or sources that informed your work.

If you are suspected of plagiarism, the first step will be a conversation with your instructor, through emails, Teams, or in person. If the infraction is minor or clearly unintentional, there may be no sanctions. However, possible outcomes could include a lowered grade and/or the opportunity to revise the paper. In more serious cases, the assignment may receive an automatic zero.

The most serious infractions may lead to your instructor filing an incident report with the Student Conduct office. You have the right to appeal this report to the department chair. Regardless of the chair's decision, the incident report will remain a part of your permanent record. If you are dissatisfied with the chair's ruling, you may further appeal to the Dean. The Dean's decision will be final.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.