OVERVIEW

This course focuses on the design of social science research. The main goals are to enhance students' understanding of how to fashion high quality studies related to public policy and administration, and how to critique studies by others. A secondary goal is to familiarize students with a number of different research approaches, including their potential pitfalls.

PPA 205 is not primarily a course on data analysis; another core course, PPA 207, focuses on that topic. However, we will give some attention to the types of data analysis that may be used in the various approaches we will consider. We will also draw from real world studies that use quantitative and qualitative analysis to illustrate points about research design principles central to this class.

SPECIFIC LEARNING GOALS

At the end of PPA 205 it is expected that students will:

Understand the importance of thinking systematically about how to answer social science questions, including understanding the advantages and limitations of different research designs and methods.
Understand the advantages and limitations of experiments, surveys, field research, secondary data sets and other approaches to data collection.
Work effectively in groups.
Frame and present problems effectively to different audiences.
Write effectively for different audiences.
Understand the difference between analysis and advocacy.
More generally, when you finish this course, I hope you will be able to be excellent consumers and/or producers of research—including producing and using research ethically. This class will help you understand how to identify issues that you might want to study, how to ask the right questions, and how to gather data to answer those questions. You should understand how and why people design research and the importance of the “front end” (design) of studies, the effects each stage of the research process has on the data we collect, and how we can interpret and use the information generated. You should also understand the basic principles that all kinds of methods have in common and how to think systematically about investigating social issues.

CONDUCT OF THE COURSE

This course differs from traditional research methods courses in that a relatively heavy emphasis is placed on classroom discussion. In my judgment it is not enough for students to listen carefully to a lecture; instead, the concepts must be used to analyze real world studies and information. Accordingly, a typical class may include discussion topics, some of which are specified in the syllabus. Many class sessions will also use exercises of my own device, drawn from the main text used in class (Approaches to Social Research), or drawn from others. It is therefore imperative that you read the syllabus carefully to be well prepared and that to the extent possible you complete the readings before class.

READINGS

The following book is required and may be purchased at the Hornet Bookstore.


Additionally, shorter readings are required and will be available on SacCT or otherwise provided to students.

SUMMARY OF ASSIGNMENTS

The most important class assignment is the development of an individual research prospectus for a potential study. Such a prospectus might later be developed into a PPA thesis/project, at the student’s option. Detailed guidelines for the prospectus will be distributed during the semester. The prospectus will be due on December 19, the last day of the final exam period. A short proposal summary will be due on November 6 and aimed at helping me determine if you are “on track.” However, I strongly urge you to set up an appointment to discuss your prospectus before the proposal summary is due.
Additionally, there will be one in-class group assignment. This assignment will be aimed at having you quickly identify appropriate research approaches in real time, under significant time pressure and facing considerable assignment ambiguity. The aim is in part to duplicate the types of research you might be asked to conduct as practitioners, e.g., in state government.

Students will also be required to develop protocols for a survey and interviews, complete a short causal analysis paper, and develop a set of possible questions to research. Dates for these assignments are specified in the course schedule; more detailed guidelines for each will be provided.

Class participation will be considered in your final grade. In assessing participation I will take into account class attendance, quality of comments in class discussion, extent to which connections are made to course readings and concepts, and frequency of involvement.

**TOOL KIT**

I expect that you will leave PPA 205 with a “tool kit” of documents that should be helpful for you in the remainder of your academic career, including in PPA 207 (Quantitative Methods) if you take that class. The elements of the tool kit consist of the following:

- **A glossary of terms (not graded).** For subsequent work you will need to be proficient with many of the terms used in PPA 205 and *Approaches to Social Research*. Therefore, to ensure you are better prepared in venues such as PPA 207, I will hand out a glossary template with terms that you will need to know for the spring semester. This is for your reference but I suggest that you check it weekly and fill out the terms as you learn them.

- **A running chart of pros, cons, uses, and challenges/limitations of each method discussed in class (not graded).** This chart will be a “cheat sheet” for use when you are thinking about which methods to use for your theses or other research projects.

- **A list of research questions that you might be interested in exploring, along with your thoughts about hypotheses connected to those questions (graded).** These questions could help you get a head start on a thesis or simply be issues that you’re interested in exploring.

- **Survey and interview protocols, i.e., list of questions (graded).** Constructing these tools will help you apply what you learning from the readings about how to
create unbiased instruments, developed with the appropriate respondents in mind.

- **Final research prospectus (graded).**

**SPECIAL NEEDS RELATED TO DISABILITIES**

Should you need assistance with portions of class due to disabilities, please let me know as soon as possible. The University offers services to students with disabilities and I would be glad to refer you to the appropriate campus unit.

**ACADEMIC HONESTY**

I take issues of academic honesty (including avoiding plagiarism) seriously and you should as well. If you are unfamiliar with the specifics of University policy in this area I recommend you review the appropriate section of the on-line University Policy Manual: [http://www.csus.edu/umanual/AcademicHonestyPolicyandProcedures.htm](http://www.csus.edu/umanual/AcademicHonestyPolicyandProcedures.htm).

**DISTRACTIONS**

Please do not use cell phones or surf the Web during class. If laptops are being abused in class I may prohibit their use.

**LATE ASSIGNMENTS AND MISSED CLASSES**

I will accept late assignments (or allow for a make-up examination) only in highly unusual circumstances. At my discretion, a student who misses a deadline may be given a make-up assignment. Whether or not a penalty will be assessed depends on the reason (e.g., a family emergency constitutes a good reason; a competing requirement for another course does not).

I expect students to attend all class sessions unless they have a compelling reason not to do so. You should notify me in advance if you need to miss a class. Except under very unusual circumstances, a student who misses three classes will be penalized one entire grade (e.g. an A- for the course will become a B-), and a student who misses more than three classes will receive a failing grade.
**GRADING WEIGHTS**

Final class grades will be determined in accordance with the following weights:

<table>
<thead>
<tr>
<th>Task</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Case study prospectus</td>
<td>30%</td>
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<tr>
<td>Causality paper</td>
<td>15%</td>
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<tr>
<td>Survey and interview protocols</td>
<td>15%</td>
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<tr>
<td>Group project</td>
<td>10%</td>
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<tr>
<td>Research questions for toolkit</td>
<td>10%</td>
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<tr>
<td>Prospectus proposal</td>
<td>10%</td>
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<tr>
<td>Class participation</td>
<td>10%</td>
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</tbody>
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CLASS SCHEDULE

September 4: Introduction & the Importance of Good Research Design

Readings
Approaches to Social Research, chapters 1 & 2

Exercises and Discussion
Please be prompt. I will break the class into groups for an in-class exercise within the first few minutes.

Additionally, complete exercises 1 and 3 on pages 44-45 in Approaches and be prepared to discuss your answers in class.

September 11: A Scientific Approach, an Ethical Inclination

Readings
Approaches to Social Research, chapter 3

Discussion
What does the article by “Professor Bones” suggest about how often scientists fool themselves about the accuracy of their conclusions? And what does this imply for us?

September 18: Elements of Research Design

Research Questions and Hypotheses Due

Readings
Approaches to Social Research, chapter 4 (but only skim the section on the nature of causal relationships; we'll come back to that on Sept. 25)
Edward L. Lascher, Jr., "Learning about Causal Order through Analysis of
Whether Adults Have Children,” in Beth P. Skott and Masjo Ward, Eds., Active Learning Exercises for Research Methods in Social Sciences (Sage, 2013)

Exercises and Discussion
Complete exercise 2 on pages 112-113 in Approaches and be prepared to discuss your answers in class.

Be prepared to conduct my exercise about causal order during class.

September 25: Thinking about Causality

Causal Paper Due

Readings
Approaches to Social Research, pp. 96-107

Exercises and Discussion
Think carefully about Brady’s short article about the Florida results in the 2000 presidential election. What may we miss by moving right to regression analysis and ignoring the logic of causal processes?

Be prepared to discuss your assignment in class.

October 2: Measurement and Sampling

Readings
Approaches to Social Research, chapters 5-6

Discussion
So… how should we measure whether someone is a “political independent?” What difference does that make in terms of how we assess the state of the political parties in California?
What exactly was it about Silver’s approach to the 2012 election that made him so successful?

What does Kahneman indicate about the danger of jumping to conclusions based on “small N” samples? What does this suggest about the desirability of “large N” studies?

Complete exercises 4 and 5 on page 148 in Approaches and be prepared to discuss your answers in class.

October 9: Experimental Research

Reading
Approaches to Social Research, chapters 7-8

Discussion
Why is an experimental approach probably the only one that could be used to draw valid causal inferences about political misperceptions of the type that concern Nyhan and Reifler? What are the implications of their findings for the principles of sound research we emphasize in PPA 205?

October 16: Surveys and Survey Design

Survey and Interview Protocols Due

Readings
Approaches to Social Research, chapters 9-10

Exercise and Discussion
Be prepared to discuss your interview protocol in class.

Consider the types of wording issues raised in the Fowler piece. What might these imply about how a researcher should proceed to determine the extent of
television viewing among present day American teenagers?

Complete exercise 3 on p. 308 and exercise 2 on pp. 351-352 and be prepared to discuss your answers in class.

**October 23: Mid-Term Check-In and Field Research, Part One**

**Audio**

**Film for Viewing in Second Part of Class**
“All the President’s Men” (1976)

**Discussion**
Think about: 1) the varieties of type of data Woodward and Bernstein used; 2) the means they used to triangulate the different types of data; and 3) the manner in which the hypothesis about the nature of the Watergate burglary evolved over time.

**October 30: Field Research, Part Two and Multiple Methods**

**Notes:** 1) the two sections of PPA 205 will meet together in AIRC 1007; 2) please bring your laptop computer to class

**Readings**

**Approaches to Social Research**, chapter 11, 13

**Discussion**
Why did Professor Venezia choose a field work approach to examine how community college students understood assessment and placement? What did they learn from this approach that they probably could not have learned from statistical analysis of available data? What were the weaknesses of this approach?

Why do you think Dr. Venezia chose the methods used in *Betraying the College Dream*? What strengths did each method bring? What were the limitations?
November 6: Using Existing Data, Part One- Electronic Data Archives

Prospectus proposal due

Notes: 1) the two sections of PPA 205 meet together in AIRC 1007; 2) please bring your laptop computer to class

Reading
Approaches to Social Research, pp. 393-412

Web Site to Visit
Come to class having perused the Web site for the Inter-University Consortium on Political and Social Research (ICPSR) at the University of Michigan: www.icpsr.umich.edu. I will be expecting you to be able to conduct searches and access data from this site.

November 13: A) Using Existing Data, Part Two- Historical Analysis; B) Writing for Different Audiences

To Do Before Class
Visit the California Legislative Information Web site, http://leginfo.legislature.ca.gov/. Search for AB 333 from 2009 (Fuentes). Read the bill analyses by the Assembly Local Government Committee and Senate Local Government Committee.

Readings
Approaches to Social Research, pp. 413-430
Jane E. Miller, The Chicago Guide to Writing about Numbers (University of Chicago Press, 2004), ch. 11

Discussion
Think carefully about how the authors draw causal inferences about the effects of the slave trade on modern prosperity in Africa. Be prepared to discuss this topic in class.

Imagine that the lawmakers reading the AB 333 bill analyses were trying to assess causal claims about what the effects of the bill would be. Which analysis is written in such a way as to better prepare the legislators to evaluate such claims? Why?
November 20: Evaluation Research and Elementary Data Analysis

**Note: Both sections of PPA 205 will meet at CCP**

**Readings**
Nancy Shulock and Colleen Moore, “Rules of the Game: How State Policy Creates Barriers to Completion and Impedes Student Success in the California Community Colleges” (Sacramento: Institute for Higher Education Leadership and Policy, 2007)
*Approaches to Social Research*, chapters 14 and 15

**Guest Speaker**
To be determined

**Discussion**
How convincing is the statistical evidence presented in “Rules of the Game”? Why?

To what extent is the Washington case study convincing? Why?

November 27: No Class: Thanksgiving

December 4: Group Work

**Note: Both sections of PPA 205 will meet in ARC 1007 on campus**

Be prepared to analyze research topics and recommend research approaches in real time.

December 11: Revisiting Ethical Obligations and Key Course Themes

**Readings**
Jeff Ritterman, MD, “Soda Warning: May Be Hazardous to Your Sperm,” *Huffington Post*, June 17, 2014
Liz Applegate, “Soda labeling bill is based on misleading statements,” *Sacramento Bee*, July 2, 2014
Review *Approaches to Social Research*, chapter 3

**Exercise and Discussion**
Consider the controversy about soda labeling in California. Did advocates and/or opponents move from analysis to advocacy? How can you tell?
Complete exercises 1a-1c on pages 75-76 in *Approaches* and be prepared to discuss them in class.

*Important reminder:* Your research prospectus is due to me in electronic form by 10:00 a.m. on December 19!