

*INSTITUTE FOR  
SOCIAL  
RESEARCH (ISR)*

*STATISTICAL  
CONSULTING  
SERVICE (SCS)*

**Seminar  
Schedule and  
Registration  
Form**

**April 27 to  
May 27, 2016**



INSTITUTE FOR  
SOCIAL RESEARCH

# Spring Seminar Series on Social Research Methods

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SCS courses, please contact:  
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Website: [www.isr.yorku.ca/scs/](http://www.isr.yorku.ca/scs/)

*'Certificate of  
Completion' available  
upon request (full  
attendance required)*



# Introduction

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The Institute's 2016 Spring Seminar Series features a course on survey research in the first week (April 27 - 29) and courses on qualitative research methods in the second (May 2 - 9). In addition, there is a Short Course on Statistics Canada data (May 3 and 10), and introductory courses on SAS (May 4 - 25) and SPSS (May 6 - 27).

The survey research course comprises a three-day workshop on the design, implementation and analysis of survey research projects. On the first day, general design principles for surveys are discussed in the context of social science research in general, with particular reference to sample and questionnaire design. The following two days are devoted to the execution of an analytical design appropriate to the surveys chosen as exemplary models of this research process, emphasizing a hands-on approach to survey data analysis in the lab. We recommend that participants register for the complete three-day survey research process workshop.

The qualitative research courses begin the following week with a one-day seminar illustrating the wide range of approaches to the collection, recording, management and interpretation of qualitative data. One particular and very popular method of data collection in qualitative research, focus groups, is fully discussed on the second day of this week. On the third day, seminar and workshop activities deal with the further interpretation of qualitative data, including textual materials from interviews, focus groups and various other sources. The final two days of this series comprise a two-day workshop, introducing the computerized analysis of textual materials using NVivo, the most common software for this type of analysis.

The more statistical courses emphasize data resources and programming for analysis. We begin with two sessions on the use of Statistics Canada data and the Research Data Centre at York University. Then, introductory SAS (Wednesdays) and SPSS (Fridays) courses, over a four-week period, are designed to equip participants to undertake basic statistical analysis of quantitative data.

These courses provide a hands-on approach to help researchers develop practical skills. They attract an interesting mix of graduate students, researchers from government and NGOs, faculty, and university staff. In our teaching we strive to provide a successful introduction to each topic, while offering new insights for more experienced researchers.

The Institute for Social Research houses the largest university-based survey research centre in Canada. ISR strives for excellence in the design and execution of survey research. We have a particular interest in medium- and large-scale projects requiring expertise in sampling, questionnaire design, and data collection for repeated cross-sectional and longitudinal surveys. For further information, please visit our website: <http://www.isr.yorku.ca>.

# **SURVEY RESEARCH METHODS**

**(APRIL 27 TO 29, 2016)**

## **The Survey Research Process and Data Analysis**

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Instructor **Professor Bryn Greer-Wootten and  
Mirka Ondrack, MSc**

Date **Wednesday April 27 -  
Friday April 29, 2016**

Times **9:30am-Noon; 1:00-3:30pm**

Location **Room 2114, Technology Enhanced  
Learning (TEL) Building**

Enrolment Limit **25**

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**S**urvey research is one of the many methodological possibilities that can be considered in the decision processes for carrying out social research, for any phenomena of interest: hence, it must be contextualized. Commonly, it is located within the philosophical criteria employed in social science research, i.e., taking into account the ontological, epistemological and methodological aspects of any research project. These general principles are discussed on the first day of this seminar, with particular focus on the questionnaire design elements of survey research. The group activities on this first day involve the reconstruction of a conceptual framework for one of the two model surveys used throughout the course.

The practical analysis of survey research data is presented on the next two days. First, we explore the properties of the data, using a matrix representation of the survey data, including levels of measurement for typical survey questions, the distributional properties of variables and simple descriptive statistics. Subsequently, the construction of scales (e.g., for attitude items) and the fundamentals of statistical inference and hypothesis testing in a survey context are developed. The third day continues with the implementation of a survey analysis design, including the analysis of groups (e.g., gender differences using t-tests; age or regional differentials using the analysis of variance), and extended analyses of contingency tables, the most common form of data representation in surveys.

On these analysis days, the morning sessions are used for lectures and demonstrations; afternoon lab sessions involve individual assignments that replicate procedures used in the morning, for a different data set. To benefit from the course, participants should have some background knowledge in basic statistics or the fundamentals of survey research, as well as some prior knowledge of SPSS.

*Because these materials are presented sequentially and build upon the basics presented at the beginning of each day, participants need to arrive on time and attend all sessions.*

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### *About the Instructors*

**Bryn Greer-Wootten** is Professor Emeritus in Environmental Studies and Geography at York University. In 2002 he joined the staff of the Statistical Consulting Service, where he is currently an Associate Coordinator, and in 2004 was appointed an Associate Director of ISR. He has taught and carried out quantitative and qualitative research, with a particular interest in survey research, especially for environmental and social policy, for over fifty years.

**Mirka Ondrack** is Statistical Consultant Emerita at ISR. She received her Master's degree in Physics from Masaryk University in the Czech Republic. She has held the position of Programmer/Analyst at ISR since 1971. Ms. Ondrack is currently a consultant with the Statistical Consulting Service and also does custom programming and data analysis, consulting in statistical analysis and computing using SPSS and SAS.

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# QUALITATIVE RESEARCH METHODS (MAY 2 TO 9, 2016)

## Approaches to Qualitative Data

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Instructor **Darla Rhyne, PhD**

Date **Monday, May 2, 2016**

Times **9:30am-Noon; 1:00-3:30pm**

Location **Room 5082, Technology Enhanced Learning (TEL) Building**

Enrolment Limit **20**

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This course considers strategies for understanding qualitative data. While touching on various analytic stances, such as descriptive analysis, grounded theory, ethnography and post-modern research, the course focuses on practical ways to deal with field notes, interview and focus group transcripts, written materials (diaries, meeting minutes), film and other objects. It is organized around the themes of keeping track of what you are doing, what you are finding and how you are feeling about it.

Using a number of hands-on examples, the seminar pays special attention to the initial stages of analysis and to coding, and memoing as integral components of the process. It is well suited to those relatively new to qualitative analysis. Participants are welcome to discuss their own research as it relates to issues raised during the course.

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### *About the Instructor*

**Darla Rhyne, PhD**, is Research Associate Emerita at ISR. With a background in Anthropology and Sociology, she has considerable expertise with qualitative research methods including community fieldwork, participant observation, depth interviewing, focus groups and the coding and analysis of qualitative data. Her own research has been primarily in the areas of community, family, ethnic studies, education, recreation, the quality of life and health studies. At the Institute, her research included program and policy evaluations, needs assessments and exploratory research in a variety of areas such as smoking cessation and prevention, education, immigration and social assistance.

# Conducting Focus Groups for Social Research

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Instructors **John Pollard, MA**

Dates **Tuesday, May 3, 2016**

Times **9:30am-Noon; 1:00-3:30pm**

Location **Room 5082, Technology Enhanced Learning (TEL) Building**

Enrolment Limit **20**

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**T**his seminar is an introduction to focus group research. The morning session deals with the basic features of focus group planning and implementation, including how focus groups are currently being used, strengths and weaknesses of the research method, ethical considerations, and the stages of focus group research. The afternoon session looks at a number of practical aspects of conducting focus groups, including appropriate settings for focus group research, selecting and recruiting participants, developing a discussion guide, recording focus groups, and moderator techniques.

There will be an opportunity for participants to discuss focus group research they have conducted or may be considering. The workshop will include some hands-on focus group practice. This presentation is suitable for students, faculty, staff and other researchers who are considering focus group research for the first time, and also for researchers wanting to refresh their knowledge of this method.

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## *About the Instructor*

**John Pollard** is an Emeritus Project Manager of ISR. He received his MA in Sociology from York University, following his BA in French from the University of Toronto and BA (Honours) in Sociology from York. Mr. Pollard managed research projects at ISR, consulting with faculty, students and staff on questionnaire design, survey administration, and qualitative research methods. He managed survey projects and focus group studies at the Institute for many years.

# Interpreting Qualitative Data: An Overview

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Instructors **Professors Les Jacobs and Brenda Jacobs**

Dates **Wednesday, May 4, 2016**

Times **12:30-3:00pm; 3:30-6:00pm**

Location **Room 1004 Technology Enhanced Learning (TEL) Building**

Enrolment Limit **30**

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This course offers a broad overview of the major issues in the interpretation and analysis of qualitative social science research materials such as field notes, transcripts of in-depth interviews and focus groups, and documentary and archival information. The focus of the course is on the core processes of qualitative analysis: organizing data, coding and indexing, analytic memos, data display, iterative revision and writing up the final version, including a review of various formats and approaches, the voice of the author and reflexivity, and ethical and confidentiality issues. Several hands-on exercises will be presented, as well as general information about software aids to analysis.

The seminar presents a conceptual orientation to qualitative data analysis from varying disciplines (especially political science, education, sociology, and law), analytical stances (grounded theory, descriptive analysis, critical discourse analysis and narrative analysis), and areas of substantive focus (health, law and society, human rights, social policy, schools and education). Class participants are encouraged to discuss their own research projects in the context of issues raised throughout the course, which is well suited to researchers who are relatively new to qualitative analysis and to those wishing to know more about interpretive analysis in general.

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## *About the Instructors*

**Les Jacobs** is Professor of Law & Society and Political Science at York, and the Director of ISR. Currently, he is also Fulbright Research Chair in Canada-US relations and Senior Fellow at Georgetown University Law Centre. He completed his PhD at Oxford University in 1990. His research at the Institute is focused on legal problems in everyday life; the uses of legal information, growing economic inequality in Canada; and race data collection for traffic stops by the Ottawa Police Service.

**Brenda Jacobs** is a PhD Candidate in Education at York and a Professor of Early Childhood Education at Seneca College. She also just completed a Mitacs Accelerate Intern working with Pearson Canada focused on the software program, Capturing Learning in the Classroom (CLIC). She completed her BA and BEd at the University of Western Ontario and her MEd at York University. Her doctoral research is focused on pedagogical documentation, self-regulation and literacy development in Full-Day Kindergarten Classrooms in Ontario.

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# Using Computers in Qualitative Analysis: NVivo 11 for Windows

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Instructors **Stella Park, MA**

Dates **Friday May 6, 2016 and  
Monday May 9, 2016**

Times **9:30am-Noon; 1:00-3:30pm**

Location **Room 2004, Technology Enhanced  
Learning (TEL) Building**

Enrolment Limit **20**

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This hands-on Workshop will provide both a basic and advanced introduction to NVivo 11 for Windows. As this Workshop will focus on how to move forward into your analysis, participants are required to have had some prior experience and/or exposure to qualitative assumptions, theories and methods before attending this Workshop. The overall objective is to provide you with the tools to ensure that the theory and methods guiding your project remain central as you move into NVivo.

On Day One you will create a project and learn how to import and work with a wide range of qualitative data formats (e.g., interview transcripts, focus group transcripts, survey spreadsheets, etc). On Day Two you will learn how to organize and explore your material, use advanced queries, identify relationships and use charts to show patterns in your information. Time will be provided on both days of the Workshop for participants to work with their own data.

Please note this course is designed for NVivo 11 for Windows users (and not NVivo for Mac users). NVivo for Mac has different features and cross platform limitations.

*Because these materials are presented sequentially and build upon the basics presented at the beginning of each day, participants need to arrive on time, attend all sessions and must bring a USB key to save work.*

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## *About the Instructor*

**Stella Park** joined ISR in 2014 as a Project Manager. She has over 10 years of experience in conducting both quantitative and qualitative research projects at the local, provincial, and international levels, on a diverse range of topics, including health, education, employment, and the non-profit sector. At ISR, she is currently managing the YouthREX (qualitative) research project, CAMH's Ontario Student Drug Use and Health Survey, CAMH's Monitor Survey, and the SSHRC-funded Second-generation Employment project.

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# SCS SHORT COURSES

## (MAY 3 TO MAY 27, 2016)

### Accessing Statistics Canada Data and Resources

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Instructor	<b>Sara Tumpane, MA, Walter Giesbrecht, MLIS and Hugh McCague, PhD</b>
Dates	<b>May 3 and 10, 2016 (Tuesdays)</b>
Time	<b>6:00pm - 8:30pm</b>
Location	<b>Research Data Centre (RDC), Statistics Canada, York Lanes 283B</b>
Enrolment Limit	<b>20</b>

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This course introduces you to the high quality data and statistics providing broad coverage of current and historical aspects of Canadian society that are available from Statistics Canada. These resources are accessible through a public website and a secure Research Data Centre (RDC) at York University that holds detailed confidential data (micro-data) from over 80 household and population surveys. In order to assist you in determining which surveys are relevant to your research, an overview of the Statistics Canada public use data and the secure RDC data will be given, including for example, the National Population Health Survey, the Survey of Labour and Income Dynamics, and the General Social Survey. The Short Course will cover the practical issues involved in searching, accessing and handling Statistics Canada data, and important resources such as codebooks providing complete information on the data and variables. You are encouraged to bring a laptop computer and to work with the illustrative public use files and resources.

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#### *About the Instructors*

**Sara Tumpane** is the SC-appointed Analyst at the Statistics Canada Research Data Centre on the York University campus. Sara is also a PhD Candidate in the Department of Economics at the university, with a research focus on quantitative research in health and environmental economics.

**Walter Giesbrecht** is the Data Librarian in the Scott Library at York University. He helps students, staff, and faculty to find the data and statistics sources they need for their research and assignments. Often such sources include reference to the Public Use Master Files, but sometimes involve referrals to the Research Data Centre at York. His research interests cover data and statistical literacy.

**Hugh McCague** is a Data Analyst and Statistical Consultant at the Institute for Social Research and Statistical Consulting Service at York University. His work and research concentrate on applications of statistics in health and environmental studies, including the use of data at the Statistics Canada Research Data Centre at York University, as well as the on-going public health surveys of the Institute.

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# An Introduction to SAS for Windows

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Instructor **Ryan Barnhart, MA**  
Dates **May 4, 11, 18 and 25, 2016**  
**(Wednesdays)**  
Time **1:00-4:30pm**  
Location **Steacie Instructional Lab, Room 021**  
**Steacie Science Library**  
Enrolment Limit **35**

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This short course provides an introduction to the Statistical Analysis System (SAS) syntax commands and procedures. We will cover the basics of: reading, transforming, sorting, merging and saving data files in some common formats; selecting cases, and modifying and computing variables; performing some basic statistical procedures and tests such as descriptive statistics, correlations, contingency tables, Chi-square tests, t-tests, ANOVA and linear regression; creating bar charts and scatter plots; composing simple macros for tailored procedures; and saving output results and work in some common formats.

This course is designed for participants with some introductory level statistical knowledge, but no previous experience in using SAS. Please note that while this course will focus on the implementation of introductory statistics in SAS, it is not intended as a review of basic statistics. This short course will get you well underway in using SAS.

*Please note that the Steacie Instructional Lab [Steacie 021] is accessed by entering Steacie Library and then proceeding to the basement of that Library.*

# An Introduction to SPSS

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Instructor **Victoria Ng, MA**  
Dates **May 6, 13, 20 and 27, 2016 (Fridays)**  
Time **9:00am-12:30pm**  
Location **Steacie Instructional Lab, Room 021**  
**Steacie Science Library**  
Enrolment Limit **35**

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This course aims to acquaint participants with IBM SPSS Statistics, a popular and respected program for analyzing data that is used across a range of disciplines. The curriculum has been recently revised to not only introduce the basic functions and features of the software (including data entry and manipulation), but also to demonstrate how to conduct a range of statistical analyses. Hands-on exercises will supplement the lecture material.

The curriculum for this course is designed to be an applied introduction to a statistical program; as such, familiarity with basic statistical procedures (e.g., t-tests, ANOVA, regression) is assumed. Further, participants are encouraged to bring a USB flash drive to store their work.

*Please note that the Steacie Instructional Lab [Steacie 021] is accessed by entering Steacie Library and then proceeding to the basement of that Library.*

*Because these materials are presented sequentially and build upon the basics presented at the beginning of each day, participants need to arrive on time and attend all sessions.*

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#### *About the Instructors*

**Ryan Barnhart** is a PhD candidate in Psychology at York University with the specialization in Quantitative Methods. His research interests and statistical work have focused on longitudinal data analysis using multilevel modeling and generalized linear multilevel modeling. This work has helped Ryan to develop a multi-platform approach to using statistical software, including SAS, STATA, R and SPSS.

**Victoria Ng** is a PhD student studying quantitative methods in York University's graduate Psychology program, under Dr. Rob Cribbie's supervision. She has led tutorials and workshops for data management/analysis in SPSS and is experienced with R software. Victoria's research topics have included robust statistics, equivalence tests, and longitudinal analyses.

**For further information on SCS courses,  
please contact:**

Professor Bryn Greer-Wootten  
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York University  
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Please visit [www.yorku.ca](http://www.yorku.ca) for directions to York University (Keele Campus) and for parking on campus. **For those coming to York from off campus, please allow plenty of time to find parking and the building and room where your course is taking place.**

**For information on ISR's FALL 2016 Short Courses, please visit the Institute's website ([www.isr.yorku.ca](http://www.isr.yorku.ca)) after September 12, 2016.**

# REGISTRATION FORM - NON-YORK

Name \_\_\_\_\_

Organization \_\_\_\_\_

Full-time Student ID# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ (if applicable)

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

## May ISR contact you by email regarding Short Courses?

- Yes, please contact me     No, thanks

## Please check boxes for each course you wish to attend.      FEE

- |  |                        |
|--|------------------------|
| <input type="checkbox"/> The Survey Research Process and Data Analysis<br><i>Apr. 27 - 29, 2016</i>    | \$497.20/<br>\$254.25* |
| <input type="checkbox"/> Approaches to Qualitative Data<br><i>May 2, 2016</i>                          | \$180.80/<br>\$90.40*  |
| <input type="checkbox"/> Conducting Focus Groups for Social Research<br><i>May 3, 2016</i>             | \$180.80/<br>\$90.40*  |
| <input type="checkbox"/> Interpreting Qualitative Data: An Overview<br><i>May 4, 2016</i>              | \$180.80/<br>\$90.40*  |
| <input type="checkbox"/> An NVivo 11 for Windows Workshop<br><i>May 6 and 9, 2016</i>                  | \$395.50/<br>\$214.70* |
| <input type="checkbox"/> Accessing Statistics Canada Data and Resources**<br><i>May 3 and 10, 2016</i> | \$90.40/<br>\$90.40*   |
| <input type="checkbox"/> An Introduction to SAS for Windows<br><i>May 4, 11, 18 and 25, 2016</i>       | \$431.66/<br>\$192.10* |
| <input type="checkbox"/> An Introduction to SPSS<br><i>May 6, 13, 20 and 27, 2016</i>                  | \$431.66/<br>\$192.10* |

\*Full-time students at other post-secondary institutions may enrol for the fees indicated per course. (All fees include HST.)

\*\*The fee for this particular course is **\$90.40** for all non-York participants.

Amount due for all courses: \$ \_\_\_\_\_  
(Make cheques payable to York University.)

Send registration forms to Betty Tai at ISR, register online at [www.isr.yorku.ca](http://www.isr.yorku.ca) or in person in Room 5075, TEL Building 10am-Noon and 2-4pm.

Refunds are available upon 3 business days' notice prior to course start date (see policy at our website).

**Pre-registration is required with payment - Thank you!**

# REGISTRATION FORM YORK COMMUNITY

Name \_\_\_\_\_

Department \_\_\_\_\_

York U Student ID# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ (if applicable)

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Check one:**    Faculty    Graduate Student    Staff  
                    CPMA    Undergraduate Student

**Please check boxes for each course you wish to attend.      FEE**

- |                          |   |                              |
|--------------------------|---|------------------------------|
| <input type="checkbox"/> | The Survey Research Process and Data Analysis<br><i>Apr. 27 - 29, 2016</i>    | \$271.20<br><i>\$135.60*</i> |
| <input type="checkbox"/> | Approaches to Qualitative Data<br><i>May 2, 2016</i>                          | \$99.44<br><i>\$45.20*</i>   |
| <input type="checkbox"/> | Conducting Focus Groups for Social Research<br><i>May 3, 2016</i>             | \$99.44<br><i>\$45.20*</i>   |
| <input type="checkbox"/> | Interpreting Qualitative Data: An Overview<br><i>May 4, 2016</i>              | \$99.44<br><i>\$45.20*</i>   |
| <input type="checkbox"/> | An NVivo 11 for Windows Workshop<br><i>May 6 and 9, 2016</i>                  | \$198.88<br><i>\$90.40*</i>  |
| <input type="checkbox"/> | Accessing Statistics Canada Data and Resources**<br><i>May 3 and 10, 2016</i> | \$56.50<br><i>\$56.50*</i>   |
| <input type="checkbox"/> | An Introduction to SAS for Windows<br><i>May 4, 11, 18 and 25, 2016</i>       | \$198.88<br><i>\$90.40*</i>  |
| <input type="checkbox"/> | An Introduction to SPSS<br><i>May 6, 13, 20 and 27, 2016</i>                  | \$198.88<br><i>\$90.40*</i>  |

\*Full-time students at York University may enrol for the fees indicated per course. (All fees include HST.)

\*\*The fee for this particular course is **\$56.50** for all students, faculty and staff.

**Note: Please include a one-time Lab Access Fee of \$33.90 for the course, if you do not have a FAS account at York.**

Amount due for all courses: \$ \_\_\_\_\_  
(Make cheques payable to York University.)

Send registration forms to Betty Tai at ISR, register online at [www.isr.yorku.ca](http://www.isr.yorku.ca) or in person in Room 5075, TEL Building 10am-Noon and 2-4pm.

Refunds are available upon 3 business days' notice prior to course start date (see policy at our website).

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