

# SOCIOLGY/SOCIAL RESEARCH

**Department Office:** 1622 West Building; (212) 772-5587

**Chair, Robert Perinbanayagam;** 1622 West Building; (212) 772-5585

**Program Director and Adviser, Joong-Hwan Oh;** 1601 West Building; (212) 772-5643; joonghwan.oh@hunter.cuny.edu

**Website:** <http://maxweber.hunter.cuny.edu/socio/grad/index.html>

## FACULTY

**Juan Battle, Professor;** PhD, Michigan; Sociology of Education, Stratification, Survey Research, Race/Ethnic/Minority Relations; Joint Appointment with Graduate Center

**Lynn Chancer, Professor;** PhD, CUNY; Race/Class/Gender, Criminology/Delinquency

**Erica Childs, Assistant Professor;** PhD, Fordham; Race/Gender/Sexuality, Family, Media/Popular Culture

**Margaret Chin, Assistant Professor;** PhD Columbia; Family, Qualitative Research Methods

**Nancy Foner, Distinguished Professor;** PhD, Chicago; Migration and Immigration, Race/Class/Gender, Urban Sociology; Joint Appointment with Graduate Center

**Charles Green, Professor;** PhD, Rutgers; Ethnic and Race Relations, Urban Sociology, Development

**John Hammond, Professor;** PhD, Chicago; Collective Behavior/Social Movements, Political Sociology, Work and Labor Markets

**Philip Kasinitz, Professor;** PhD, NYU; Urban Sociology, Race/Ethnic/Minority Relations, Theory; Joint Appointment with Graduate Center

**Manfred Kuechler, Professor;** PhD, Bielefeld (Germany); Political Sociology, Collective Behavior/Social Movements, Quantitative Methodology

**Marnia Lazreg, Professor;** PhD, NYU; Development, Political Economy, Cultural Movements, Gender, Biotechnology

**Claus Mueller, Professor;** PhD, New School for Social Research; Media Research and Analysis, Political Sociology

**Joong-Hwan Oh, Associate Professor;** PhD, South Carolina; Urban Criminology, Global Sociology, Race and Ethnic Relations

**Robert Perinbanayagam, Professor and Department Chair;** PhD, Minnesota; Theory, Language/Social Linguistics, Social Psychology

**Janet Poppendieck, Professor;** PhD, Brandeis; Family, Social Policy

**Ruth Sidel, Professor;** PhD, Union; Children and Youth, Sex and Gender, Stratification/Mobility/Inequality

**Pamela Stone, Associate Professor;** PhD, Johns Hopkins; Work and Labor Markets, Sex and Gender, Occupations/Professions

**Peter Tuckel, Professor;** PhD, NYU; Quantitative Methodology, Political Sociology

**Michael Wood, Associate Professor;** PhD, Texas; Consumer Behavior, Economy and Society, Cultural Sociology

## Affiliated Faculty

**Jeanne Weiler, Associate Professor;** PhD, SUNY-Buffalo; Education, Comparative/Historical, Applied Sociology/Evaluation Research

## BA/MS IN SOCIAL RESEARCH

For a limited number of qualified undergraduate students, the sociology department offers an accelerated five-year program leading to a BA in sociology and an MS in social research. The program requires a total of 145 credits of college work (100 undergraduate, 45 graduate). To get the maximum financial benefit from BA/MS program, students should apply before the number of cumulative credits taken (including those being taken currently) exceeds 100 credits. All credits above 120 will be charged at the graduate tuition rates. The BA/MS program is a full-time program requiring 12 graduate credits per term.

In order to be admitted to the program, students must complete their basic requirements, including their major and minor; pass an honors course (which requires a GPA of at least 3.5 and an overall GPA of at least 3.0); and meet the requirements of the MS program as outlined above. BA/MS applicants can apply for fall or spring admission. Besides, the program applicants do not need to take the GRE. If you are interested in applying for the BA/MS program, you should fill in Application Form for Admission BA/MS in Social Research (see adviser), and include a copy of your current transcript and two letters of recommendation.

Undergraduate students admitted to the program generally start their graduate work toward the end of their junior year. Interested students should consult the program's adviser at the earliest possible date.

Degrees offered	HEGIS	
Sociology	BA*	2208
Sociology/Social Research	BA/MS	2208
Social Research	MS	2208

\* See *Hunter College Undergraduate Catalog 2004-2007*, p. 184.

## MASTER OF SCIENCE IN SOCIAL RESEARCH

The Department of Sociology offers an intensive program in social research leading to the master of science degree. The program is designed for individuals who wish to pursue a career in applied social research and related areas, as well as for those who wish to upgrade their research skills. All courses are scheduled in the evening.

Graduates are prepared for professional research positions in government agencies, nonprofit organizations, business corporations and organizations involved with international development. The program's curriculum emphasizes the development and application of skills in research design and qualitative and quantitative analysis. Proficiency in the use of desktop computers for research tasks (statistical, spreadsheet, graphics, database, and use of the internet) is an essential part of the research training.

The program offers four broad areas of specialization: market research and consumer behavior (area adviser, Michael Wood, (212) 772-5581, mwood@hunter.cuny.edu); media research and analysis (area adviser, Claus Mueller, (212) 772-5647, cmueller@hunter.cuny.edu); research and policy analysis in the public and nonprofit sector (area adviser, Janet Poppendieck, (212) 772-5583, jpoppend@hunter.cuny.edu) and research in international development (area adviser, Marnia Lazreg, (212) 772-5570, mlazreg@hunter.cuny.edu). Students may focus on one of the program's areas of specialization or, with faculty guidance, develop a customized course of study if a student is interested in an area of specialization other than those given above.

Students train for careers in research through a combination of course work, research in their areas of specialization, and a supervised internship. By carrying out a research project during the internship outside the university setting, students gain firsthand experience in the conduct of applied research and familiarity with practical problems in their field of interest. Frequently, agencies and companies providing internships appoint former interns to full-time positions after graduation. Internship sites have included such companies and organizations as Community Service Society; CBS; Children's Television Workshop; numerous state and city agencies; Warnako Corp.; Time-Warner, Inc; Lou

Harris Interactive; Nielsen Corp. and the United Nations. Students who are already working in research positions may use on-the-job projects as the basis of an internship, with permission of the program director.

### Admission Requirements

All applicants must have successfully completed at least 3 credits in statistics at either the undergraduate or the graduate level. Three credits in research methods and a background in sociology or other social science are desirable but not required. General admission requirements for arts and sciences graduate programs apply, including a minimum grade point average of 3.0 and the Graduate Record Exam (GRE) or the Graduate Management Admission Test (GMAT). Applicants who have taken all or part of their undergraduate education in a country where English is not the native language are required to submit minimum scores on the Test of English as a Foreign Language (TOEFL) of 550 on the paper based test or 213 on the computer administered test or 60 (less speaking component) on the TOEFL IBT.

Applicants who do not meet these requirements in full may apply and request special permission to enter after a mandatory personal interview.

### Degree Requirements

Completion of the graduate program in social research requires a minimum of 45 credits, which include:

#### 1. Core Courses

- a. Statistics I (**GSR 708**), Statistics II (**GSR 709**), Research Methods I (**GSR 710**), Research Methods II (**GSR 711**)
- b. Contemporary Sociological Theory (**GSR 702**)
- c. Workshop in Using Information Technology for Research (**GSR 716**)

d. Seminar in Applied and Evaluation Research (**GSR 717**)

#### 2. Electives

Fifteen credits are taken in courses according to the student's interests. Some may be taken in areas of specialization among GSR courses, some may be selected from courses in other Hunter departments or CUNY colleges. See advisers.

3. Research Internship (**GSR 718**), Applied Research Seminar (**GSR 719**). Degree candidates must work as research interns in public or private organizations for a minimum of three (full-time) or six (part-time) months. A 9-credit sequence based on the internship includes 6 credits for completion of the internship, and 3 credits for a research report analyzing results and based on the research carried out during the internship.

The program can be completed in two years on a full-time basis, or seven semesters on a part-time basis (two courses per semester minimum).

### Research Facilities and Affiliations

Graduate social research students have access to college-wide research and computing facilities and libraries of Hunter College, as well as to GSR program facilities, including a social sciences computer lab and a focus group facility.

### Course Sequence

Full-time study, 2 years

#### FIRST YEAR

##### Fall Semester

- GSR 708** Statistics
- GSR 710** Research Methods I
- GSR** Elective
- GSR** Elective

#### Spring Semester

- GSR 702** Contemporary Sociological Theory
- GSR 709** Statistics II
- GSR 711** Research Methods II
- GSR** Elective

#### SECOND YEAR

##### Fall Semester

- GSR 716** Workshop in Using Informational Technology for Research\*
- GSR 718** Research Internship . . . . . 6 cr
- GSR** Elective

##### Spring Semester

- GSR 717** Seminar in Applied and Evaluation Research\*
- GSR 719** Applied Research Seminar
- GSR** Elective
- GSR** Elective

\* These courses may be offered in either the fall or spring semesters.

#### PART-TIME STUDY, 3 1/2 YEARS

##### First Semester

- GSR 708** Statistics I
- GSR 710** Research Methods I

##### Second Semester

- GSR 709** Statistics II
- GSR 711** Research Methods II

##### Third Semester

- GSR 716** Workshop in Using Information Technology for Research
- GSR** Elective

##### Fourth Semester

- GSR 702** Contemporary Sociological Theory
- GSR 717** Seminar in Applied and Evaluation Research

##### Fifth Semester

- GSR 718** Research Internship (6 credits)
- GSR** Elective

##### Sixth Semester

- GSR 719** Applied Research Seminar
- GSR** Elective

##### Seventh Semester

- GSR** Elective
- GSR** Elective

All courses offered by the program are open to students from other graduate programs provided the appropriate prerequisites are met.



## COURSE LISTINGS

Each course 45 hrs, including conferences, 3 cr, unless otherwise noted.

Students must consult the program advisers before registering for courses. Some graduate courses are open to advanced undergraduates with permission of the instructor. Elective courses in areas of specialization are given on a rotating basis.

## CORE

**GSR 702 Contemporary Sociological Theory**  
Methodological philosophies and findings of major sociological theorists.

### GSR 708 Statistics I

Inferential statistics and introduction to multivariate techniques. Includes use of computer for problem sets.

*prereq: SOC 241 or equiv  
fall only*

### GSR 709 Statistics II

Topics covered include analysis of variance, multiple regression and other multivariate techniques.

*prereq: GSR 708 with grade of B or better  
spring only*

### GSR 710 Research Methods I

Application of research techniques in qualitative research, field research, participant observation, library research, analysis of textual data.

*prereq: SOC 241 or equiv or perm instr  
fall only*

### GSR 711 Research Methods II

Basic concepts and methods used in survey research, research design, measurement, questionnaire construction, sampling, data analysis.

*prereq: GSR 710 or perm instr  
spring only*

### GSR 716 Workshop in Using Information Technology for Research

Use of the Internet and web for both qualitative and quantitative research; includes search and evaluation strategies, access to full text data bases, and interactive statistical and spatial analysis. Presentation of findings in formats suitable for delivery via the web.

### GSR 717 Seminar in Applied and Evaluation Research

Theoretical and methodological issues in applied evaluation research; achieving agreement on program goals and qualifying goals.

*prereq: GSR 709, GSR 710 and GSR 711*

### GSR 718 Research Internship

Completion by matriculated student of a research internship under faculty supervision in an approved private- or public-sector research agency. Internship lasts a minimum of three months (full-time) or six months (part-time). Execution of a research project applying advanced research methods.

*6 cr*

### GSR 719 Applied Research Seminar

The execution of oral and written reports, typically using research done during the internship, to demonstrate the student's data analysis skills and ability to write a report appropriate for the student's areas of specialization.

## AREAS OF SPECIALIZATION

### MARKETING RESEARCH AND CONSUMER BEHAVIOR

#### GSR 722 Consumer Behavior

Cultural, social, and psychological influences on consumer decision-making and consumer satisfaction; consumerism.

#### GSR 723 Nonprofit and Social Marketing

Application of marketing and marketing research to non-business organizations.

### MEDIA RESEARCH AND ANALYSIS

#### GSR 731 Television Programming and Audiences

Socioeconomic analysis of television programming and the various audiences served, including the cable universe; review of relevant theoretical approaches, research methods and audience data, patterns of television consumption.

#### GSR 732 Motion Pictures

Analysis of contemporary American motion picture industry with special emphasis on independent production; social structure of production, product analysis, audience appeal and marketing; review of relevant theoretical approaches and current research.

#### GSR 733 The New Electronic Media and Information Markets

Investigation of new media and information technologies and the markets they create (digital television, Internet, etc.); relation between these media and markets and the class structure; analysis of the consumptive and pragmatic use of information.

Students can take graduate courses in the Department of Film and Media Studies provided they are directly related to media analysis and research.

### RESEARCH AND POLICY ANALYSIS/NONPROFIT SECTOR

#### GSR 741 Social Policy

Planning procedures and program evaluation in public, corporate, and other private-sector settings; sources of error in forecasting.

#### GSR 742 Public Policy Analysis

Theories, concepts, and methods in public-policy analysis applied to select policy areas such as social service, criminal justice, and education.

#### GSR 746 Organizational Dynamics

Organizational design, processes and analysis in the business, public, and nonprofit sectors.

With appropriate approval, students may take graduate courses offered by the Department of Urban Affairs such as **URBG 748** (Management Control of Nonprofit Organizations) and **URBG 762** (Health Regulation).

## RESEARCH AND TRAINING IN INTERNATIONAL DEVELOPMENT

### GSR 734 Electronic Media in Developing Countries

Electronic media use in developing countries with emphasis on television and developmental applications; policy and research issues; role of social marketing (the TELEVISA model); the international digital divide, and related issues.

### GSR 761 Development Theories and Practices

History of the evolution of theories of development and analysis of their application to post-colonial societies from 1945 to 1989; assessment of development practices and their implications for poverty alleviation and social change; analysis of the conditions under which development aid is provided and its impact on a sample of countries from Africa, the Middle East and Asia.

### GSR 762 Rethinking Development in the Global Era

Critical analysis of the shift from the old development discourse to a new one centered on "postdevelopment" or the "global" economy; identification of the ways in which developing societies attempt to integrate themselves into the global economy; assessment of the cultural, social and political impacts of the switch from socialist or mixed economies to market economies; analysis of the role of IMF, the World Bank, and world trade agreements in reshaping developing societies. Methodologies of social development, conflict resolution, legal reform and poverty alleviation used in aid organizations.

### GSR 763 International Development Practicum

Structures and functions of international aid organizations. Training in program/project analysis; training in gender and development; advocacy for a number of development issues as well as governance.

## RESEARCH AND EVALUATION

### GSR 752 Focus Group Research

Theory and application of focus group research. Methodological procedures, conceptualization of research problem, organization of group, listening and probing techniques, analysis of verbal and nonverbal data, report writing.

### GSR 767 Interpersonal Process in Organizations

Analysis of social relations in organizations; interpersonal processes in management, conflict negotiations, and interdepartmental relations.

## Special Topics Seminars and Independent Research

### GSR 790 Special Topics Seminar

The program offers experimental special-topics seminars. Check with program office for more information.