

July 8, 2016
Assessment Report
General Sociology 2013
Fall 2015, Spring 2016

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Learning Outcomes: WHAT UNIVERSITY GENERAL EDUCATION OUTCOMES GUIDE STUDENT LEARNING IN COURSES THAT CARRY SOCIAL SCIENCES CREDIT?

Upon completion of nine hours of social science courses, students will be able to:

- (LO1) Identify and describe human organization and behavior
- (LO2) Identify ethical challenges associated with the diversity encountered by individuals, organizations, and societies
- (LO3) Identify the challenges created by society's increasing reliance upon technology
- (LO4) Explain how technology affects individuals, groups, and social institutions
- (LO5) Identify the changes caused by the increasing interconnectedness of today's world

Assessment Process: HOW DID THE DEPARTMENT OF SOCIOLOGY ASSESS STUDENT LEARNING OF THESE OUTCOMES IN SOCI 2013?

The Department of Sociology and Criminal Justice offers eleven on-campus sections of SOCI 2013, ranging from 100 to 350 students per section, for a total of 1800 seats. At the start of the fall 2015 semester, two general sociology courses, one taught by tenured or tenure track faculty member and another one taught by a full time instructor, were selected for pre-test and post-test. Although all students were asked to answer the pre-test and post-test questions, we were only tasked with tracking the scores of a randomly selected sub-group of 50 first year students. In the fall of 2015, one instructor was not able to provide a report therefore the large section of 2013 taught by Dr. Holyfield was used and is reported below. Rather than using a random sample, we sampled all first year students with no prior sociology exposure.

The items included on the instrument covered a set of approximately 20 core concepts measuring one (or more) of the learning outcomes stated above and covered in all General Sociology

courses taught in the department. To insure reliability, the final list of concepts included on the pre-test and the post-tests consists of a sample of the core concepts submitted or agreed upon by all instructors/faculty members regularly teaching SOCI 2013 during the fall semester. All students participating in the assessment were asked questions related to 1) their academic standing (freshman, sophomore, junior, senior); and 2) whether they had previously taken a sociology course at the UA or another institution of higher education.

The pretest items were administered within the first two weeks of class in the fall of 2015 and during the last week of classes. In spring of 2016, two courses were used and the same questions were administered the last week of classes. The total number of correct answers to the central sociological questions was computed for each student on each test taken. Among the first year students, comparisons were made between “pre” and “post-test scores,” indicating the mastery of central sociological concepts. While the original goal was to use only data from students who took both pre-and post, aggregate data from Holyfield’s sections for both fall and spring are used due to the larger sample size. Finally, we also compared of all non-prior sociology first year students versus all non-first year non-prior sociology sophomores through seniors.

Assessment Instrument: QUESTIONS MEASURING UNIVERSITY **OUTCOME GOALS**

Note: Those highlighted in yellow proved to be poor questions and will be replaced.

1. A sociological perspective is essentially gained through
 - a. Widespread approval from our social world around us
 - b. Our individual understanding of the social world around us
 - c. A broader understanding of the social world that influences our individual understanding of the social world around us.
 - d. An understanding of the social world taught to us by our parents

Question 1 is keyed to LO1 and LO5.

2. Using your own culture to judge another culture is
 - a. cultural relativism
 - b. objectivity
 - c. ethnocentrism
 - d. cultural orientation

Question 2 is keyed to LO2 and LO5.

This question will be rewritten based on student feedback and confusion of terms.

3. A subculture is a
 - a. Group that is in opposition to a dominant culture
 - b. Group that represents a culture within a dominant culture
 - c. Group that engages in crimes
 - d. Group that represents dominant culture

Question 3 is keyed to LO1 and LO2.

4. Socialization is a

- a. Process where one society takes on the traits of another society
- b. A life-long process where individuals learn the values and roles of a culture
- c. Process based upon human instincts
- d. Process that ends after adolescence

Question 4 is keyed to LO1.

5. The terms gender and sex are the same thing.
- a. True
 - b. false

Question 5 is keyed to LO2.

6. Which of the following statements is true?
- a. The U.S. provides equal opportunity to its citizens
 - b. Minorities have all of the same opportunities as everyone else
 - c. It is easy to identify a person's race
 - d. Society affects the opportunities of individuals

Question 6 is keyed to LO2.

7. Beauty is defined by:
- a. The individual
 - b. Peers
 - c. Culture
 - d. Universal standards

Question 7 is keyed to LO2. This question will be replaced as it proved to be a poor item.

8. Deviance is defined as
- a. any actions which are harmful to society
 - b. any violation of societal norms
 - c. any illegal or immoral activity
 - d. any criminal activity

Question 8 is keyed to LO2.

9. The American dream is the belief that if people work hard and play by the rules, then they will have a chance to be successful. The American dream is true for all Americans.
- a. true
 - b. false

Question 9 is keyed to LO1 and LO2.

10. Which of the following are **not true** about Social Class?
- a. it is based primarily on money and material possessions
 - b. a class system allows for social mobility
 - c. one's social class cannot change
 - d. a class system is much more open than that of slavery or caste

Question 10 is keyed to LO2 and LO5.

11. The concept of racial superiority is:
- a. true

- b. being supported by new genetics research
- c. accepted by the majority in the scientific community
- d. a myth

Question 11 is keyed to LO2 and LO4.

12. Prejudice is to discrimination as _____ is to _____.
- a. accident, intention
 - b. emotion, attitude
 - c. attitude, action
 - d. None of the above

Question 12 is keyed to LO1 and LO2.

13. The process of being absorbed into the mainstream culture is:
- a. Pluralism
 - b. Assimilation
 - c. Cultural submersion
 - d. Internal colonialism

Question 13 is keyed to LO1 and LO2.

14. Biological inheritance is more important than social interaction in establishing an individual's human nature.
- a. True
 - b. False

Question 14 is keyed to LO1 and LO2.

15. The emotions we express, such as guilt, embarrassment, shame and pride, are the product of biological inheritance.
- a. True
 - b. False

Question 15 is keyed to LO1.

16. The primary agent of socialization is _____.
- a. peer groups
 - b. media
 - c. family
 - d. school

Question 16 is keyed to LO1 and LO2.

17. Today, Starbucks and McDonalds can be found in many countries who import their products and name brands. This is an example of _____.
- a. Food security
 - b. Globalization
 - c. Cultural Relativism
 - d. Cultural revolution

Question 17 is keyed to LO3 and LO5.

18. _____ ask people questions about their knowledge, attitudes, or behaviors. This is the most common type of social research.
- a. Surveys
 - b. Participant Observations
 - c. Ethnographies
 - d. None of the above

Question 18 is keyed to LO1.

19. Every society has a certain _____ which dictates how that society's institutions are organized and which roles need to be filled within those organizations.

- a. Organizational structure
- b. Governing body
- c. Social structure
- d. None of the above

Question 19 is keyed to LO1 and LO5.

20. Today, more people communicate via e-mail than in person. This is an example of the changing of _____.
- a. Social interactions
 - b. technology
 - c. values
 - d. All of the above

Question 20 is keyed to LO1, LO3, and LO4.

Assessment Results

The item statistics for the classes overall are provided below for pre-test Fall 2015, followed by post-test item statistics. Following these illustrations, simple comparison tables are provided, revealing the assessment outcomes for first year students with no prior sociology (N=250).

Pre-Test Holyfield Fall 2015 Overall Class

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	No Response	Point Biserial	Percent Correct	
Question1	1	281	108	172	1	0.29	38.43	
Question2	1	281	130	150	1	0.38	46.26	
Question3	1	281	203	78	0	0.14	72.24	
Question4	1	281	71	210	0	0.44	25.27	
Question5	1	281	208	73	0	0.36	74.02	
Question6	1	281	147	134	0	0.28	52.31	
Question7	1	281	140	139	2	0.36	49.82	
Question8	1	281	246	35	0	0.28	87.54	
Question9	1	281	85	196	0	0.33	30.25	
Question10	1	281	166	113	2	0.40	59.07	
Question11	1	281	215	66	0	0.40	76.51	
Question12	1	281	185	95	1	0.27	65.84	
Question13	1	281	210	67	4	0.42	74.73	
Question14	1	281	87	194	0	0.47	30.96	
Question15	1	281	236	45	0	0.17	83.99	
Question16	1	281	138	142	1	0.51	49.11	
Question17	1	281	87	193	1	0.43	30.96	
Question18	1	281	73	206	2	0.27	25.98	
Question19	1	281	214	65	2	0.25	76.16	
Question20	1	281	240	38	3	0.31	85.41	



Post Test Fall 2015 Holyfield Overall Class

Test Item Statistics Report

Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question1	1	284	233	51	0	0.25	82.04
Question2	1	284	131	153	0	0.24	46.13
Question3	1	284	260	24	0	0.18	91.55
Question4	1	284	267	17	0	0.16	94.01
Question5	1	284	231	53	0	0.40	81.34
Question6	1	284	274	10	0	0.28	96.48
Question7	1	284	184	100	0	0.43	64.79
Question8	1	284	264	20	0	0.22	92.96
Question9	1	284	271	13	0	0.25	95.42
Question10	1	284	249	35	0	0.17	87.68
Question11	1	284	188	96	0	0.51	66.20
Question12	1	284	208	76	0	0.39	73.24
Question13	1	284	167	117	0	0.48	58.80
Question14	1	284	265	19	0	0.36	93.31
Question15	1	284	243	41	0	0.34	85.56
Question16	1	284	217	67	0	0.32	76.41
Question17	1	284	272	12	0	0.29	95.77
Question18	1	284	267	16	1	0.20	94.01
Question19	1	284	230	53	1	0.22	80.99
Question20	1	284	221	61	2	0.31	77.82

Out of 264 students, 250 met the criteria of first year with no prior sociology. Below are their pre and post-test scores.

First Year Students no prior Sociology Holyfield Fall 2015

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Pretest Total (original)	13.3440	250	2.60091	.16450
Post Test Total (original)	16.4560	250	2.13971	.13533

For the Spring 2016 Semester, overall item statistics are provided below and are followed by simple table of comparisons.

PreTest Items Holyfield Spring 2016

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question1	1	264	220	43	1	0.20	83.33	
Question2	1	264	91	172	1	0.28	34.47	
Question3	1	264	241	22	1	0.24	91.29	
Question4	1	264	198	64	2	0.27	75.00	
Question5	1	264	164	99	1	0.30	62.12	
Question6	1	264	239	23	2	0.36	90.53	
Question7	1	264	114	149	1	0.32	43.18	
Question8	1	264	210	53	1	0.40	79.55	
Question9	1	264	210	52	2	0.29	79.55	
Question10	1	264	225	38	1	0.21	85.23	
Question11	1	264	146	117	1	0.46	55.30	
Question12	1	264	118	145	1	0.36	44.70	
Question13	1	264	123	139	2	0.45	46.59	
Question14	1	264	219	44	1	0.36	82.95	
Question15	1	264	204	59	1	0.15	77.27	
Question16	1	264	95	168	1	0.26	35.98	
Question17	1	264	237	26	1	0.38	89.77	
Question18	1	264	242	21	1	0.34	91.67	
Question19	1	264	205	58	1	0.27	77.65	
Question20	1	264	202	61	1	0.18	76.52	

Post Test Holyfield Spring 2016

Test Item Statistics Report							
Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question1	1	237	192	45	0	0.30	81.01
Question2	1	237	106	131	0	0.31	44.73
Question3	1	237	222	15	0	0.11	93.67
Question4	1	237	217	20	0	0.29	91.56
Question5	1	237	189	48	0	0.42	79.75
Question6	1	237	230	7	0	0.16	97.05
Question7	1	237	148	89	0	0.40	62.45
Question8	1	237	216	21	0	0.35	91.14
Question9	1	237	227	10	0	0.10	95.78
Question10	1	237	199	38	0	0.31	83.97
Question11	1	237	145	92	0	0.50	61.18
Question12	1	237	202	35	0	0.37	85.23
Question13	1	237	170	67	0	0.46	71.73
Question14	1	237	198	39	0	0.38	83.54
Question15	1	237	183	54	0	0.36	77.22
Question16	1	237	189	48	0	0.32	79.75
Question17	1	237	216	21	0	0.31	91.14
Question18	1	237	219	18	0	0.25	92.41
Question19	1	237	195	42	0	0.07	82.28
Question20	1	237	188	49	0	0.34	79.32

Of the total, 147 students met criteria for first year students with no prior sociology.

Holyfield, First year Students, No prior Sociology Spring 2016

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Pretest Total (original)	13.8299	147	2.27667	.18778
Post Test Total (original)	16.1224	147	2.37250	.19568

Pretest Spring 2016 Mortenson

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question1	1	203	163	40	0	0.29	80.30	
Question2	1	203	79	124	0	0.25	38.92	
Question3	1	203	190	12	1	0.27	93.60	
Question4	1	203	134	67	2	0.36	66.01	
Question5	1	203	107	96	0	0.49	52.71	
Question6	1	203	160	42	1	0.36	78.82	
Question7	1	203	96	107	0	0.45	47.29	
Question8	1	203	124	79	0	0.35	61.08	
Question9	1	203	143	60	0	0.29	70.44	
Question10	1	203	140	63	0	0.29	68.97	
Question11	1	203	119	84	0	0.44	58.62	
Question12	1	203	75	128	0	0.34	36.95	
Question13	1	203	93	110	0	0.32	45.81	
Question14	1	203	154	49	0	0.39	75.86	
Question15	1	203	138	65	0	0.35	67.98	
Question16	1	203	64	139	0	0.25	31.53	
Question17	1	203	170	33	0	0.43	83.74	
Question18	1	203	174	29	0	0.43	85.71	
Question19	1	203	121	82	0	0.30	59.61	
Question20	1	203	106	96	1	0.43	52.22	

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Test Item Statistics Report

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Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question1	1	170	149	21	0	0.38	87.65	
Question2	1	170	73	97	0	0.23	42.94	
Question3	1	170	153	16	1	0.40	90.00	
Question4	1	170	150	20	0	0.32	88.24	
Question5	1	170	136	34	0	0.37	80.00	
Question6	1	170	144	26	0	0.34	84.71	
Question7	1	170	84	86	0	0.24	49.41	
Question8	1	170	142	27	1	0.38	83.53	
Question9	1	170	141	29	0	0.36	82.94	
Question10	1	170	144	26	0	0.33	84.71	
Question11	1	170	112	58	0	0.52	65.88	
Question12	1	170	112	58	0	0.35	65.88	
Question13	1	170	117	53	0	0.43	68.82	
Question14	1	170	137	33	0	0.48	80.59	
Question15	1	170	126	44	0	0.43	74.12	
Question16	1	170	104	66	0	0.34	61.18	
Question17	1	170	159	10	1	0.47	93.53	
Question18	1	170	157	12	1	0.48	92.35	
Question19	1	170	111	58	1	0.25	65.29	
Question20	1	170	107	62	1	0.37	62.94	

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First year students with no prior Sociology, Spring 2016 Mortenson

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pretest Total (original)	12.6791	134	3.08184	.26623
	Post Test Total (original)	14.8358	134	2.91275	.25162

The final table below shows a comparison of all non-prior Sociology first year students in both classes combined versus all non-first year non-prior sociology sophomores through seniors.

No prior Sociology: all first year versus all non-first year

	First Year?	N	Mean	Std. Deviation	Std. Error Mean
Pretest Total (original)	YES	511	13.0548	2.66659	.11796
	NO	148	14.1757	2.52529	.20758
Post Test Total (original)	YES	440	15.8000	2.60558	.12422
	NO	132	16.4015	2.34068	.20373

Conclusion and Recommendations

As per the state goal of the assessment:

Results that include no improvement or decline will prompt instructor review of the course content, course objectives, classroom techniques, and assessment tools. For example, in those classes where no-improvement or decline should result, items will be identified and learning objectives will be created to address the negative outcomes. Additionally, instructors in those courses where the assessment tools are distributed may select to interview students on the specific items of concern for additional feedback, to identify barriers, and to develop teaching strategies that may better serve at-risk students.

For Holyfield's section during Spring of 2016, feedback was solicited for the two items highlighted above and an additional question (item #11). For the highlighted questions, students revealed that the terms were confusing based upon the absence of the term "negative judgement" and a number of concepts introduced along with the correct term during the third week of classes (*tempo-centrism, cultural relativism, ethnocentrism*). The question can be reworded for future items so as not to lead to confusion or can be re-introduced later in the semester while focusing on race and ethnicity. Students also reported that question seven was confusing due to a Ted Talks video that focused upon peer-culture, when the correct answer would have been culture. These questions can be reworded to better address the concepts. Item #11 was a concern for Dr. Holyfield in both Fall 2015 and Spring 2016 section. The question assesses students' understanding of race and the myth of racial superiority. While the topic was covered in detail, there is a clear need for greater understanding and communication of the concepts. These findings, per the goal of the assessment, will guide the instructor to examine more in-depth methods for future courses. While improvement did occur, there may be ideological resistance or misunderstanding and further review is needed.

Finally, while all sections saw overall improvement, the overall increase may have been more significant with better reliability in at least two test items. These were not controlled for in the data presented here. The Sociology Undergraduate committee is tasked with refining the instrument and reviewing the pilot-instrument to create a more reliable instrument for future use. We should anticipate a greater increase in future assessments.