

**Assessment Report  
General Sociology 2013  
Fall 2016 - Spring 2017  
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**By Lori Holyfield  
Director of Undergraduate Studies  
Student Retention and Success**

**Section One:**

**The Pre and Post-test instrument utilized in General Sociology was developed in order to match one or more of the University General Education Outcomes Goals for Students taking a Social Science course in Fulbright College.**

**General Education Outcomes:**

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 Instrument developed and keyed to 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 as a yardstick to judge another culture is
  - a. cultural relativism
  - b. objectivity
  - c. ethnocentrism
  - d. cultural orientation

***Question 2 is keyed to LO2 and LO5.***

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.**

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

7. Viewing someone's body as a thing of sexual pleasure
- a. Transforms a person from a subject to an object
  - b. Is an example of objectification
  - c. Is more prevalent for women than men
  - d. All of the above

**Question 8 is keyed to LO2.**

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 9 is keyed to LO1 and 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 10 is keyed to LO2 and LO5.**

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 can not change
- d. a class system is much more open than that of slavery or caste

***Question 11 is keyed to LO2 and LO4.***

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 12 is keyed to LO1 and LO2.***

12. Social stratification is a concept that refers to:
- a. specialization in productive work
  - b. society ranking categories of people in a hierarchy
  - c. the idea that all people are created equal
  - d. the way that people earn a living

***Question 13 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 14 is keyed to LO1 and LO2.***

14. Sociologists consider biological inheritance as more important than social interaction in establishing an individual's personality.
- a. True
  - b. False

***Question 15 is keyed to LO1.***

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

***Question 16 is keyed to LO1 and LO2.***

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

***Question 17 is keyed to LO3 and LO5.***

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 18 is keyed to LO1.***

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 19 is keyed to LO1 and LO5.***

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

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

**Section Two: Results**

In fall of 2016 (one large section) and spring 2017 (two sections) general sociology courses were selected for pre-test and post-test. The distribution of pre- and post-test in SOCI 1033 cover core items of the discipline that should be known to students by course completion. As per the stated goal of the assessment: Review of the overall performance pre- and post- are intended to result in one of three outcomes: improvement of student post-test scores over the pre-test; no-improvement, and the decline in post-test scores compared with the pre-test. For those assessments that result in improvement in post-test outcomes, instructors may choose to take no action or examine ways to further improve positive outcomes. While all sections (Fall and Spring) revealed improvement, one test question remains problematic and may not be reliable due to wording of question. This is highlighted in red above. A new and more reliable instrument will be developed by the Sociology Undergraduate committee prior to Fall 2017.

The item statistics for the classes overall are provided below for Pre-test Fall 2016, followed by Post-test item statistics. Following these illustrations, the mean comparison are provided, revealing the assessment outcomes for students (Total N=294; No Prior Sociology N = 256).

Pre-Test Fall 2016 Overall Class

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question3	1	294	226	66	2	0.28	76.87	
Question4	1	294	56	235	3	0.28	19.05	
Question5	1	294	263	29	2	0.27	89.46	
Question6	1	294	206	84	4	0.34	70.07	
Question7	1	294	240	52	2	0.34	81.63	
Question8	1	294	269	23	2	0.43	91.50	
Question9	1	294	238	53	3	0.37	80.95	
Question10	1	294	217	74	3	0.33	73.81	
Question11	1	294	245	47	2	0.34	83.33	
Question12	1	294	221	70	3	0.36	75.17	
Question13	1	294	75	216	3	0.34	25.51	
Question14	1	294	244	44	6	0.39	82.99	
Question15	1	294	129	161	4	0.39	43.88	
Question16	1	294	234	55	5	0.44	79.59	
Question17	1	294	224	65	5	0.40	76.19	
Question18	1	294	130	158	6	0.26	44.22	
Question19	1	294	258	29	7	0.44	87.76	
Question20	1	294	256	30	8	0.40	87.07	
Question21	1	294	185	100	9	0.23	62.93	
Question22	1	294	201	82	11	0.43	68.37	

Post Test Fall 2016 Overall Class

**Test Item Statistics Report**

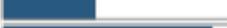
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question3	1	237	191	43	3	0.37	80.59	
Question4	1	237	78	154	5	0.26	32.91	
Question5	1	237	213	21	3	0.42	89.87	
Question6	1	237	195	39	3	0.52	82.28	
Question7	1	237	213	21	3	0.55	89.87	
Question8	1	237	228	6	3	0.55	96.20	
Question9	1	237	207	27	3	0.52	87.34	
Question10	1	237	216	18	3	0.53	91.14	
Question11	1	237	197	37	3	0.41	83.12	
Question12	1	237	174	60	3	0.42	73.42	
Question13	1	237	85	149	3	0.38	35.86	
Question14	1	237	216	18	3	0.47	91.14	
Question15	1	237	136	98	3	0.36	57.38	
Question16	1	237	190	44	3	0.55	80.17	
Question17	1	237	197	37	3	0.48	83.12	
Question18	1	237	185	49	3	0.48	78.06	
Question19	1	237	222	12	3	0.55	93.67	
Question20	1	237	215	19	3	0.53	90.72	
Question21	1	237	148	86	3	0.32	62.45	
Question22	1	237	178	55	4	0.48	75.11	

Mean Pre-test Fall 2016 = 14.00

Mean Post-test Fall 2016= 15.4

. PreTest Items Spring 2017 Class A (Total N=237 / No prior Sociology N=200)

### Test Item Statistics Report

Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question3	1	237	195	40	2	0.38	82.28 
Question4	1	237	62	173	2	0.31	26.16 
Question5	1	237	217	18	2	0.23	91.56 
Question6	1	237	165	70	2	0.26	69.62 
Question7	1	237	143	92	2	0.45	60.34 
Question8	1	237	201	34	2	0.45	84.81 
Question9	1	237	45	189	3	-0.01	18.99 
Question10	1	237	151	83	3	0.35	63.71 
Question11	1	237	160	75	2	0.32	67.51 
Question12	1	237	174	61	2	0.33	73.42 
Question13	1	237	87	148	2	0.34	36.71 
Question14	1	237	181	54	2	0.34	76.37 
Question15	1	237	103	132	2	0.39	43.46 
Question16	1	237	196	39	2	0.37	82.70 
Question17	1	237	171	64	2	0.30	72.15 
Question18	1	237	94	141	2	0.30	39.66 
Question19	1	237	212	23	2	0.39	89.45 
Question20	1	237	182	53	2	0.33	76.79 
Question21	1	237	138	96	3	0.22	58.23 
Question22	1	237	146	87	4	0.30	61.60 

PreTest Items Class B (Total N=117/ No prior Sociology N=108)

**Test Item Statistics Report**

Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question3	1	117	97	20	0	0.33	82.91 
Question4	1	117	37	80	0	0.31	31.62 
Question5	1	117	93	24	0	0.38	79.49 
Question6	1	117	73	44	0	0.43	62.39 
Question7	1	117	69	48	0	0.25	58.97 
Question8	1	117	103	14	0	0.33	88.03 
Question9	1	117	16	101	0	0.04	13.68 
Question10	1	117	83	33	1	0.42	70.94 
Question11	1	117	78	39	0	0.50	66.67 
Question12	1	117	91	26	0	0.44	77.78 
Question13	1	117	43	74	0	0.34	36.75 
Question14	1	117	89	27	1	0.39	76.07 
Question15	1	117	64	53	0	0.37	54.70 
Question16	1	117	100	17	0	0.27	85.47 
Question17	1	117	87	30	0	0.06	74.36 
Question18	1	117	43	73	1	0.37	36.75 
Question19	1	117	101	15	1	0.49	86.32 
Question20	1	117	101	15	1	0.43	86.32 
Question21	1	117	56	60	1	0.21	47.86 
Question22	1	117	74	40	3	0.29	63.25 

Post Test Items Spring 2017 Class A (Total N=268/ No prior Sociology N= 243)

**Test Item Statistics Report**

Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question3	1	268	220	48	0	0.20	82.09
Question4	1	268	108	160	0	0.36	40.30
Question5	1	268	254	14	0	0.15	94.78
Question6	1	268	250	18	0	0.34	93.28
Question7	1	268	227	41	0	0.37	84.70
Question8	1	268	241	27	0	0.26	89.93
Question9	1	268	13	255	0	-0.01	4.85
Question10	1	268	243	24	1	0.28	90.67
Question11	1	268	208	60	0	0.33	77.61
Question12	1	268	221	46	1	0.39	82.46
Question13	1	268	160	108	0	0.35	59.70
Question14	1	268	258	10	0	0.16	96.27
Question15	1	268	173	95	0	0.39	64.55
Question16	1	268	243	25	0	0.33	90.67
Question17	1	268	211	57	0	0.24	78.73
Question18	1	268	182	85	1	0.24	67.91
Question19	1	268	258	9	1	0.26	96.27
Question20	1	268	241	25	2	0.35	89.93
Question21	1	268	183	83	2	0.30	68.28
Question22	1	268	190	76	2	0.34	70.90

Post Test Items Class B (Total N=75/No prior Sociology N= 65)

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question3	1	75	54	21	0	0.32	72.00	
Question4	1	75	23	52	0	0.24	30.67	
Question5	1	75	61	14	0	0.39	81.33	
Question6	1	75	56	19	0	0.42	74.67	
Question7	1	75	67	8	0	0.50	89.33	
Question8	1	75	69	6	0	0.50	92.00	
Question9	1	75	8	67	0	-0.01	10.67	
Question10	1	75	56	19	0	0.32	74.67	
Question11	1	75	52	23	0	0.52	69.33	
Question12	1	75	54	21	0	0.40	72.00	
Question13	1	75	31	44	0	0.47	41.33	
Question14	1	75	59	15	1	0.58	78.67	
Question15	1	75	50	25	0	0.55	66.67	
Question16	1	75	64	11	0	0.39	85.33	
Question17	1	75	53	22	0	0.33	70.67	
Question18	1	75	49	26	0	0.33	65.33	
Question19	1	75	62	13	0	0.63	82.67	
Question20	1	75	63	12	0	0.54	84.00	
Question21	1	75	31	44	0	0.31	41.33	
Question22	1	75	37	36	2	0.14	49.33	

Mean Pre-test for Class A = 12.76

Mean Post test for Class A = 15.25

Mean Pre-test Class B = 12.8

Mean Post-Test Class B = 13.32

Additional Items:

1. Beginning Spring of 2017 a new instrument was implemented and will be used in the following academic year. This assessment tool includes a research paper employed both in the General Sociology section for majors only and in the Sociology capstone course. These papers will be used to assess critical thinking and written communication among our majors. The additional assessment tool should provide a better measure of learning for our students over time.

2. Retention efforts. In January of 2017 we had 18 students at-risk (GPA below 2.0). As of July of 2017, we have 17 at-risk current students. What is most significant about these students is that only 3 students remain at-risk from the January report. Efforts will be made to reach out to these 3 remaining at-risk those newly identified as at-risk.