

**Assessment Report
General Sociology 2013
Fall 2017 - Spring 2018
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Introduction

In the spring of 2018 the Senate passed the new undergraduate “values added” curriculum for the University of Arkansas core curriculum. The social sciences are listed below. The broad criteria, listed below, while covered in our General Sociology courses (and Social Problems), should be made explicit in our future syllabi as adapted to our specific discipline. Please see below:

Learning Outcome 3.3:

Upon reaching this goal, students will be able to articulate and use the basic principles of human interactions—of individuals, groups, and institutions—in a variety of contexts.

Learning Indicators for Learning Outcome 3.3:

To be certified as meeting this outcome, a course must incorporate at least three of the five learning indicators. In an approved course, students will:

- a. articulate the key concepts, principles, and overarching themes to a social science discipline.
- b. apply social scientific reasoning and techniques.
- c. analyze theories, data, and methods of a social science discipline to explain individual, group, and institutional interactions.
- d. apply critical thinking and use scientific reasoning to evaluate claims about the social world.
- e. integrate and use evidence-based theories to explain various types of human interaction

Section One: Instrument

Prior to the passing of the above learning outcomes, a 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. The assessment tool is still needed for reporting, however, the sociology undergraduate committee and those teaching General Sociology may wish to have input in creating a new instrument that better reflects the above criteria specific to sociology. The instrument created in 2015 was based upon the outcomes below:

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.

1. Are you a first year student Yes ____ No ____
2. Have you had a sociology course before? Yes ____ No ____
3. 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
4. Using your own culture as a yardstick to judge cultures is an example of
 - a. cultural relativism
 - b. objectivity
 - c. ethnocentrism
 - d. cultural orientation
5. 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
6. 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
7. The terms gender and sex are the same thing.
 - a. True
 - b. false
8. 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
9. 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
10. 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
11. 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
12. 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
13. The concept of racial superiority is:
- a. true
 - b. supported by genetic research
 - c. a myth
 - d. None of the above
14. 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
15. The process of being absorbed into the mainstream culture is:
- a. Pluralism
 - b. Assimilation
 - c. Cultural submersion
 - d. Internal colonialism
16. Sociologists consider biological inheritance as more important than social interaction in establishing an individual's personality.
- a. True
 - b. False

The item statistics for the classes overall are provided below for Pre-test Fall 2017, followed by Post-test item statistics. Following these illustrations, the mean comparison are provided, revealing the assessment outcomes for all students and first-year students. Fall 2017 overall changes were positive as the class mean for all students moved from 13.63 to 15.08 and for first year students from 13.09 to 14.75.

Pre-Test Fall 2017 Overall Class N=372

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question3	1	372	292	80	0	0.28	78.49	
Question4	1	372	130	242	0	0.35	34.95	
Question5	1	372	318	54	0	0.29	85.48	
Question6	1	372	299	73	0	0.39	80.38	
Question7	1	372	224	148	0	0.38	60.22	
Question8	1	372	342	30	0	0.35	91.94	
Question9	1	372	298	73	1	0.33	80.11	
Question10	1	372	249	122	1	0.37	66.94	
Question11	1	372	299	71	2	0.34	80.38	
Question12	1	372	261	109	2	0.35	70.16	
Question13	1	372	131	238	3	0.37	35.22	
Question14	1	372	291	78	3	0.38	78.23	
Question15	1	372	184	184	4	0.48	49.46	
Question16	1	372	280	89	3	0.45	75.27	
Question17	1	372	239	129	4	0.39	64.25	
Question18	1	372	196	172	4	0.34	52.69	
Question19	1	372	296	73	3	0.41	79.57	
Question20	1	372	284	84	4	0.43	76.34	
Question21	1	372	225	142	5	0.26	60.48	
Question22	1	372	232	132	8	0.44	62.37	

All Students Pre-test Mean 13.63 N=372

First-Year Pre-test Mean 13.09 N=224

Post-Test Fall 2017 Overall Class

Test Item Statistics Report								
Question		Summary Statistics				Reliability		
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct	
Question3	1	259	215	42	2	0.30	83.01	
Question4	1	259	118	141	0	0.31	45.56	
Question5	1	259	237	22	0	0.36	91.51	
Question6	1	259	225	34	0	0.39	86.87	
Question7	1	259	218	41	0	0.40	84.17	
Question8	1	259	243	16	0	0.26	93.82	
Question9	1	259	12	247	0	-0.06	4.63	
Question10	1	259	214	45	0	0.52	82.63	
Question11	1	259	229	30	0	0.44	88.42	
Question12	1	259	195	64	0	0.34	75.29	
Question13	1	259	145	114	0	0.45	55.98	
Question14	1	259	240	19	0	0.33	92.66	
Question15	1	259	173	86	0	0.39	66.80	
Question16	1	259	209	49	1	0.47	80.69	
Question17	1	259	192	67	0	0.27	74.13	
Question18	1	259	176	83	0	0.40	67.95	
Question19	1	259	239	20	0	0.33	92.28	
Question20	1	259	244	14	1	0.25	94.21	
Question21	1	259	168	90	1	0.22	64.86	
Question22	1	259	213	45	1	0.48	82.24	

All Students Post-test Mean 15.08 N=259

First-Year Post-test Mean 14.75 N=146

Pre-Test Spring 2018 Overall Class

Test Item Statistics Report							
Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question3	1	345	305	38	2	0.31	88.41
Question4	1	345	88	254	3	0.26	25.51
Question5	1	345	310	32	3	0.31	89.86
Question6	1	345	245	97	3	0.27	71.01
Question7	1	345	239	104	2	0.38	69.28
Question8	1	345	311	32	2	0.35	90.14
Question9	1	345	44	299	2	0.04	12.75
Question10	1	345	205	137	3	0.39	59.42
Question11	1	345	241	101	3	0.31	69.86
Question12	1	345	257	85	3	0.40	74.49
Question13	1	345	128	213	4	0.32	37.10
Question14	1	345	259	81	5	0.39	75.07
Question15	1	345	154	185	6	0.45	44.64
Question16	1	345	281	54	10	0.44	81.45
Question17	1	345	253	81	11	0.42	73.33
Question18	1	345	138	194	13	0.27	40.00
Question19	1	345	283	49	13	0.50	82.03
Question20	1	345	278	53	14	0.51	80.58
Question21	1	345	209	120	16	0.45	60.58
Question22	1	345	199	128	18	0.41	57.68

All Students Pre-test Mean 12.83 N=345

Pos-Test Spring 2018 Overall Class

Test Item Statistics Report							
Question		Summary Statistics				Reliability	
Question	Points	Graded	Correct	Incorrect	Missing	Point Biserial	Percent Correct
Question3	1	150	140	10	0	0.19	93.33
Question4	1	150	78	71	1	0.30	52.00
Question5	1	150	122	28	0	0.29	81.33
Question6	1	150	139	11	0	0.53	92.67
Question7	1	150	142	8	0	0.17	94.67
Question8	1	150	146	4	0	0.60	97.33
Question9	1	150	143	7	0	0.37	95.33
Question10	1	150	135	15	0	0.31	90.00
Question11	1	150	127	23	0	0.25	84.67
Question12	1	150	127	22	1	0.31	84.67
Question13	1	150	67	83	0	0.44	44.67
Question14	1	150	132	18	0	0.49	88.00
Question15	1	150	116	34	0	0.39	77.33
Question16	1	150	137	13	0	0.39	91.33
Question17	1	150	118	31	1	0.22	78.67
Question18	1	150	138	12	0	0.31	92.00
Question19	1	150	136	14	0	0.56	90.67
Question20	1	150	145	5	0	0.59	96.67
Question21	1	150	126	24	0	0.37	84.00
Question22	1	150	107	43	0	0.36	71.33

All Students Post-test Mean 16.86 N=277

Spring 2018 overall changes were positive as the class mean for all students moved from 12.83 to 16.86.

Additional Items:

1. **Recruitment Efforts:** During Fall 2017, the department added 8 new majors (7 CMJS and 1 SOCI). During the spring we received numerous new majors and anticipate more through the summer during orientation. Prior to orientation our new majors grew to 81 (58 new and 23 transfer).

2. **Retention Efforts.** In addition to our monthly “Pizza with a Prof,” the undergraduate director contacted the at-risk students via email and met with approximately 30 students to discuss strategies for success. Regular emails to all majors included a variety of informational subjects, such as tutoring services, deadlines, and invitations for face to face meetings. Currently, we have only 7 at-risk established majors. This is the lowest cohort of at-risk since record keeping.