

# SOCIAL RESEARCH CERTIFICATE



**T**his program can be your stepping-stone for various career paths, or help you step up in your current occupation. You'll get training and practice in a broad range of social research skills.

These are valuable capacities in today's labour markets. Good research skills are required for graduate-level professional programs in human services like social work, education, and health care. These abilities are also much wanted in the public service, corporations, and non-profit organizations.

**Y**ou will learn how to assess the flaws and strengths in other people's research. You will also learn how to design and carry out *your own real-world investigations* – of challenging social issues, or of everyday problems needing practical solutions. Your courses will teach you to generate valid new information, organize it, interpret it wisely, and report it accurately and clearly.

***What it takes:  
30 university credits (5 full courses)  
...as a stand-alone program  
...or as part of your degree credits***

## Who Can Take the Program?

Admission to the program is open to anyone who qualifies to take university credit courses.

**E**ither... You can earn the certificate while you study for your degree. The program fits easily into both the three-year and four-year options in the BA and BACS. There is room in the BBA program to accommodate the certificate requirements.

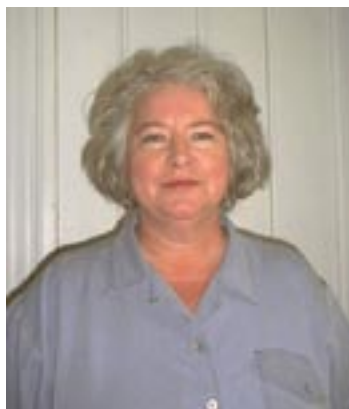
**O**r... You can take the certificate program on its own, part-time. People already in a career can upgrade their skills, or prepare for a career transition.

*“There's a considerable demand for skilled social scientists in the present economy. Departments of the Federal Government are recruiting at an astonishing rate. Private-sector management consulting, opinion polling, market research, and other agencies are increasingly seeking talented young social scientists. Interesting opportunities will be available to anyone who achieves a good understanding of Canadian society, political philosophy, principles of research methodology, and both qualitative and quantitative research techniques, and also learns to communicate complex ideas clearly.”*

**Steve Flemming (BA Sociology, UCCB 1983)**  
Founder and CEO of Martial Research;  
& Head of Corporate Human Resources Studies,  
Department of National Defence

# Social Research Certificate . . . Program Structure

<ul style="list-style-type: none"> <li>• <i>Intro to Anthropology &amp; Sociology</i> (AN/S 110) or transfer equivalent</li> <li>• Elective in anthropology &amp;/or sociology (200 and/or 300 level, 6 credits)</li> </ul>	<p><b>“Perspective on social life”</b> The program includes two courses (12 credits) in social scientific thinking about the world we live in. These are topical courses in cultural anthropology and sociology, beyond “methods.” To do research well, we need an informed viewpoint on key concepts and issues.</p>
<ul style="list-style-type: none"> <li>• <i>Quantitative Research Methods &amp; Statistics in Social Science</i> (AN/S 268)</li> </ul>	<p><b>“Crunching numbers”</b> This course covers well-established <i>quantitative</i> techniques, such as how to properly conduct a social survey, and how to pull the data together with the help of a computer. In our “information age,” all organizations (governmental or private) need to generate and assess masses of data.</p>
<ul style="list-style-type: none"> <li>• <i>Qualitative Research Methods in Social Science</i> (AN/S 266)</li> </ul>	<p><b>“Interpreting words ... and actions”</b> Numbers never tell the whole story. <i>Qualitative</i> research strategies, such as in-depth interviewing and participant observation, emphasize close-up detail and acute listening, allowing us to put a human face on problems and solutions. Qualitative research has expanded rapidly in recent years.</p>
<ul style="list-style-type: none"> <li>• Six credits centered on doing <i>first-hand empirical</i> research. Course(s) to be chosen in consultation with the department. Typical options are: Methods of Applied Social Research (364); <b>or</b> Directed Study (300-level <b>or</b> 400-level); or Thesis.</li> </ul>	<p><b>“Independent project”</b> In the last stage of the program, you do an independent research project with the guidance of an experienced social researcher.</p>



“I wanted my degree to give me a lot of latitude in a changing job market. Soc/Anthro’s broad perspective and specific social research methods training prepared me to do many things. My education has let me enjoy a variety of job experiences, including: delivering workshops on community-based participatory research methods, doing various program evaluations and conducting community assessments of literacy and recreation.”

**Marion Campbell**

(BA, Honours in Sociology/Anthropology, UCCB 1993)

Fieldworker, St. Francis Xavier University Extension Dept., Sydney

**For information on the program:**

[www.capebretonu.ca/anthrosoc](http://www.capebretonu.ca/anthrosoc)

(902) 563-1253