

FCS 5700 / FCS 6700 Analyzing Community Growth

(Quantitative Intensive/
Demography Certificate course)

Instructor: Zhou Yu, MRUP, Ph.D.

What: This three-unit course focuses demographic changes relevant to consumers and communities, including the measurement of changing people and their urban activities, and emphasizes the temporal perspective that demography brings to bear on consumer and community policy.



The course teaches students how to use the census data as the primary tool for measuring local and regional changes. The course also covers policy issues related to housing, immigration, racial and ethnic change, educational attainment, labor force, transportation, and poverty.

The course places emphasis on the interface between theory, measurement, and communication of meaning. With demographic tools we can unlock a wealth of insights that lay buried in mountains of census data. Students also learn to solve real-life problems that have various degrees of *ambiguity* and *uncertainty*. Students are also going to be able to effectively explain their analyses and communicate research findings to the public at large. Students are expected to become expert users of the Excel program.

Example: Watch the following video clip “Homeownership drops” from Nightly Business Report:

<https://youtu.be/tP-lDCL1Fpg>

U.S. homeownership rate has dropped steadily after the Great Recession in 2008. To what extent has changing demographics contributed to this decline? How can we have more homes built AND a declining homeownership rate at the same time? We will look into these questions and study the implications.

How: There are going to be five major assignments, several small assignments and quizzes, and one take-home final exam. Eight lab sessions are tentatively scheduled for this course. Students are EXPECTED to have a working knowledge of Microsoft Excel prior to taking this course.

Grading:	% of the final grade
Assignment 1	10
Assignment 2	10
Assignment 3	10
Assignment 4	10
Assignment 5 proposal	2

Assignment 5 draft 4
(Including in-class presentation and peer review reports)

Assignment 5 14

Take-home final exam 20

Quizzes and reading questions 10

Class participation 10

(Attendance, preparedness, and participation in class discussion)

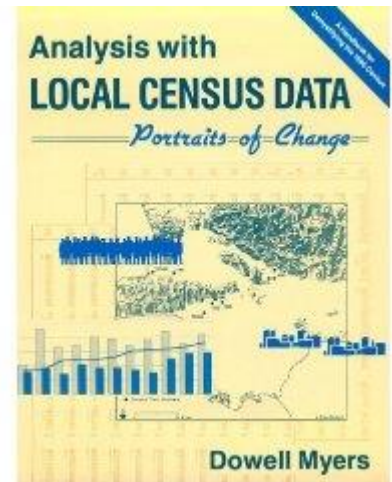
<u>Grade Scale (%)</u> :	93+	A	90-92.9	A-	87-89.9	B+
	83-86.9	B	80-82.9	B-	77-79.9	C+
	73-76.9	C	70-72.9	C-	67-69.9	D+
	63-66.9	D	60-62.9	D-	(Below 60 is E)	

Course Requirements: You are expected to read one or two chapters of the textbook and a number of newspaper articles and research papers per week. The textbook is available for purchase online (e.g., half.com and amazon.com):

- Dowell Myers, *Analysis with Local Census Data: Portraits of Change*, New York: Academic Press, 1992. ISBN: 0125123086. Required;
- Additional required course readings are available on CANVAS.

Who: Professor Zhou Yu is interested in collaborative learning environments and student-centered teaching that encourages learning by both students and teachers.

Contact: Professor Zhou Yu, AEB 254; Email: zhou.yu@fcs.utah.edu or the CANVAS; Do not be shy!



Attendance: Class attendance and regular completion of exercises are imperative to your learning. If you must be absent from class, please inform the instructor PRIOR TO the class. To avoid attendance penalty, you must bring a written note stating the reasons to the instructor within one week of the absence. It is your responsibility to find out from other students what was covered. Begin by consulting CANVAS; then find a fellow student willing to share his or her notes. A short catch-up session might be provided. But it is the responsibility of the students to make an arrangement.