

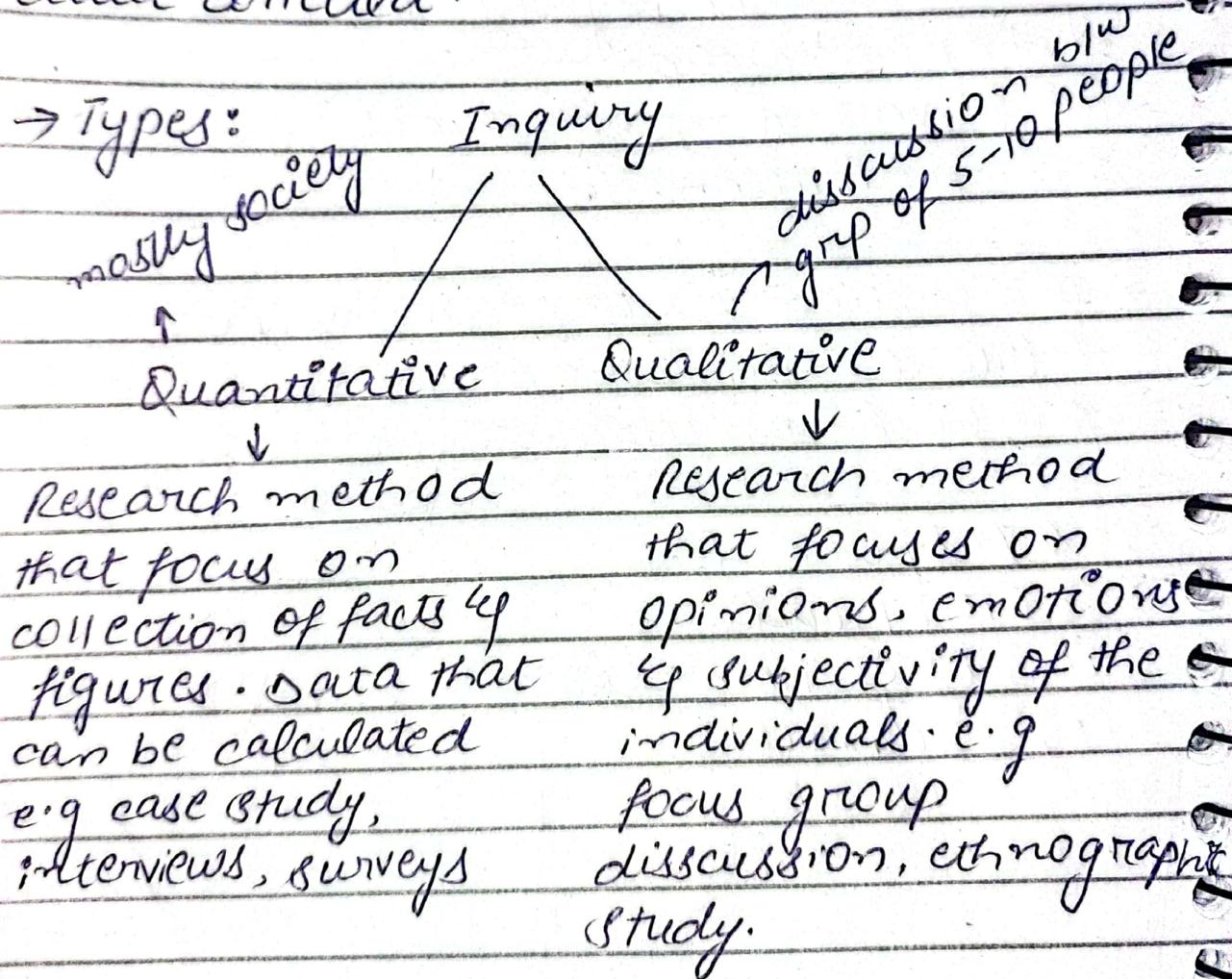
# Lecture NO.6

## Social Research (CH:02)

→ Intro:

are the tools, techniques, methods used to undertake research on a given topic/issue at hand by using scientific methods of observation, experimentation in order to collect, interpret, analyze and summarize that information or data collected.

→ Types:



→ Steps / Process of Social Research

1) Picking a topic/area/issue

- 2) conducting a literature review
- 3) gathering data from primary and secondary sources
- 4) Interpreting that data
- 5) findings / Results of study
- 6) giving recommendations / concluding the study (on five note)
- 7) communicating the study or with stakeholders / seniors / professors / intellectuals

→ Data collect

Primary → First hand data collection

Secondary → Already available.

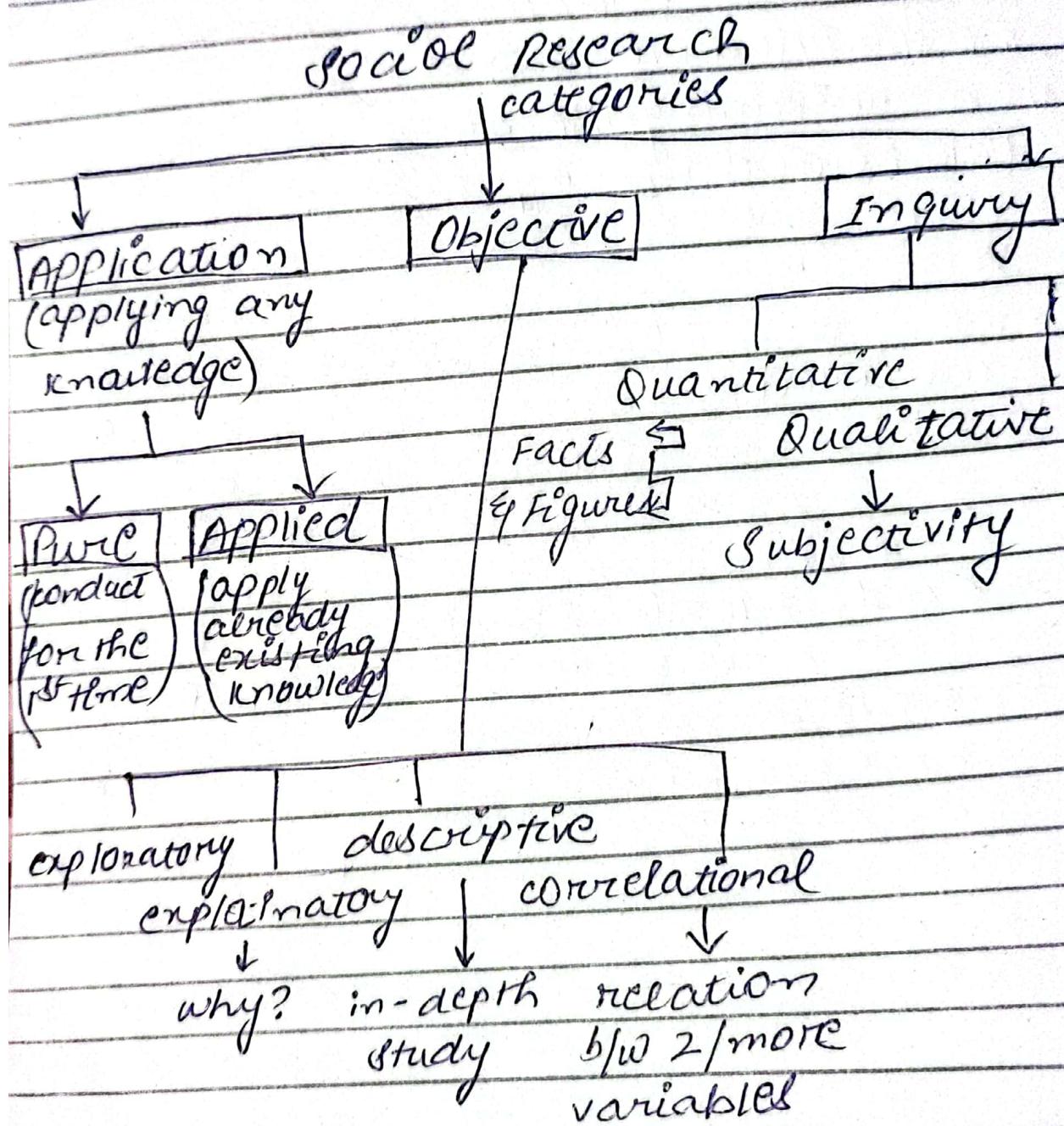
→ Mixed Method Research:

Combination of Quantitative & Qualitative

# Lecture NO°7

## Social Research

→ Structured observation of social behaviour is also known as social research.



→ Hypothesis: statement that can be true/false

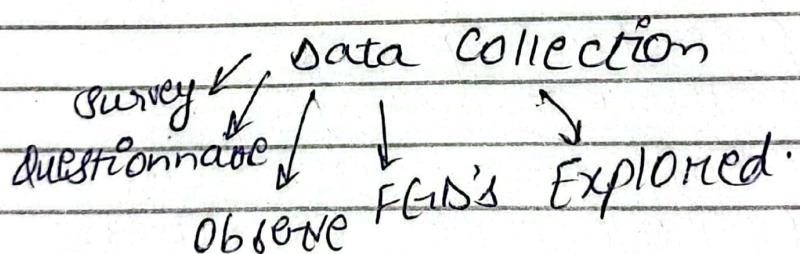
### \* Social Research Process

- Defining the topic/issue → social
- Literature review
- Formulation of Hypothesis
- Research Design → Data collection (using tools of research)
- Data Analysis
- Conclusion + Communication



(Null Hypothesis)  $H_0 \Rightarrow$  Overpopulation leads to unemployment

(Alternate Hypothesis)  $H_1 \Rightarrow$  Overpopulation doesn't lead to unemployment.



• SPSS → Statistical Package for Social Sciences

Software for data analysis when using continuous quantitative data.

• ENVIVO (Pakistan prefer manual method)

Software for data analysis of qualitative data

4  
100%  
7/7

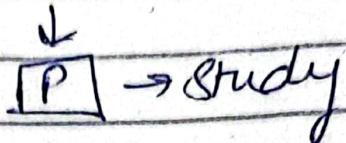
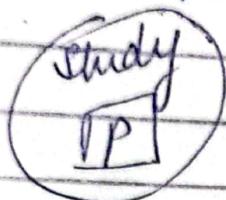
→ TOOLS:

• Interviews → Structured (Process) / Semi-Structured (Partially Process)

• Interviews → Un-structured  
↓  
NO (process / sequence)

• Observation

Participant Non-Participant



• Experiments

ethical considerations

• no harm

• confidentiality

• no interior motive

• Surveys → large no. of population

going into web  
field

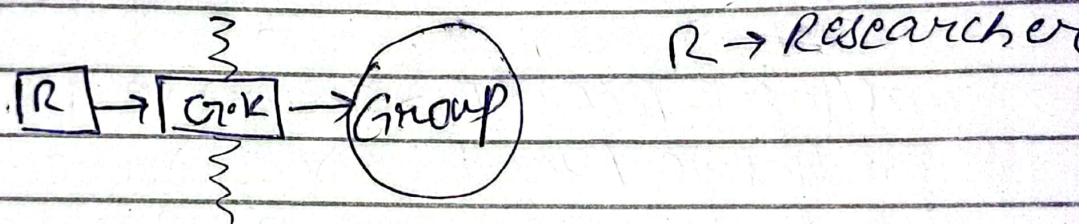
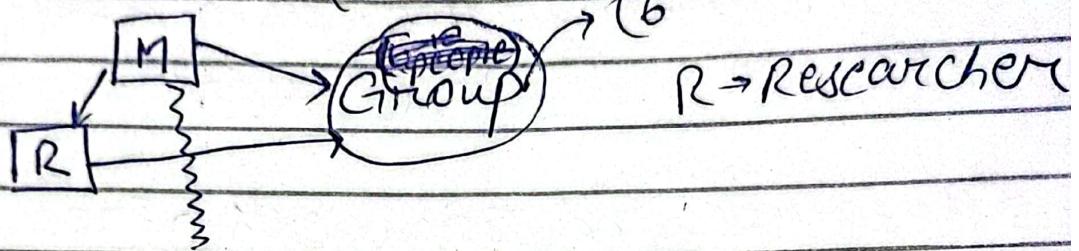
Questionnaires Quick  
Interviews

To the point grp  
discussions.

→ rarely used  
for quantitative

- Focused Group Discussions (FGD's) → - (6 - 10 people)

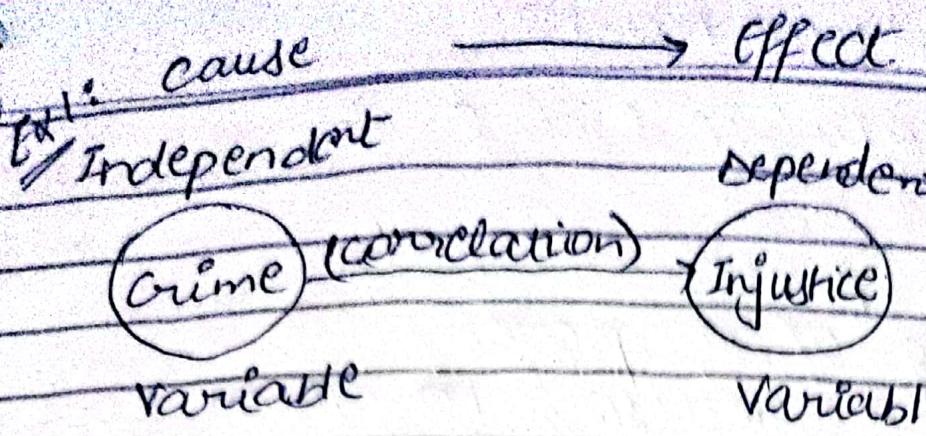
- (similar characteristics)
- (opinions) - (moderator (M))
- (gate keeper) (GK)
- (Quantitative)
- (Qualitative)



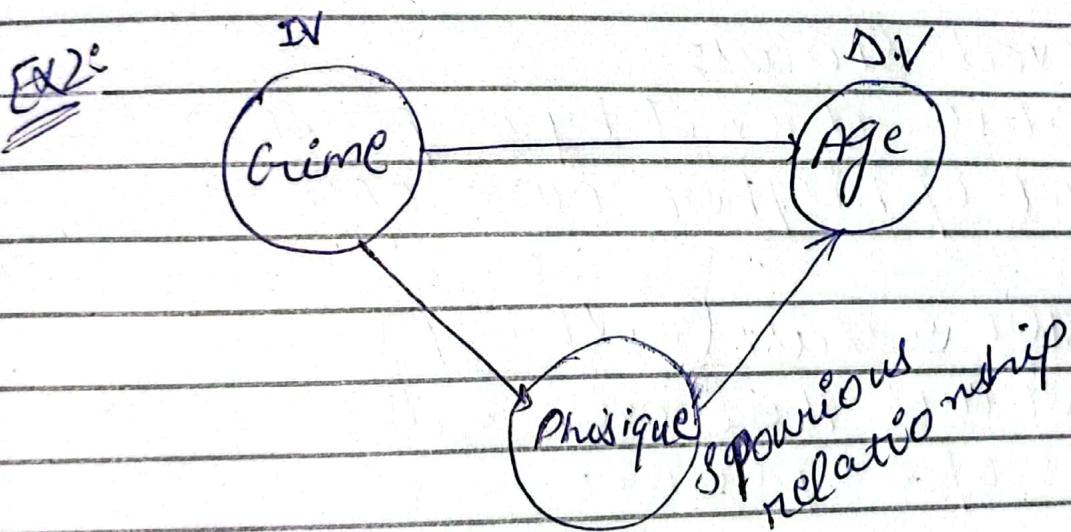
→ FGD's are always conducted in Qualitative Research

## Lecture NO.8

- Open ended questions are mostly asked in Qualitative research.
- Likert scale : columns like strongly agree, agree, neutral etc.
- Validity : Relevant  
→ Reliability : Re-usable } imp for the effectiveness of research.
- Unstructured Interviews → Free for all  
→ Qualitative Research → Inductive Approach
- Quantitative Research → Deductive Approach
- For Qualitative : (Pilot Study → Main Study)
  - ) Data collect / Analysis → Literature Review / Hypothesis Specific to General
- For Quantitative : General to Specific
  - ) Select Topic → Literature Review → Hypothesis → Data collect → Analyze



- researchers can also be a moderator and can make any other individual a moderator.



- Saturat<sup>ion</sup> / Breaking Point → not receiving new responses to your questions

## Lecture NO. 10

### Social Status & Social Role

→ Status:

Ranking of a person in a society in comparison to other persons.

→ Types/Categories:

i) Ascribed Status:

Status given by birth or adopted involuntarily late in life

ii) Achieved Status:

Status achieved by a person as a result of his/her own efforts

iii) Master Status: (most imp)

A status that overrides all other statuses of a person.

→ Indicators: Max Weber

◦ Power

◦ Prestige

◦ Wealth

→ Status set:

Status owned by a person at a given time. For example

Boy, Friend, Student, Brother, Son, cousin, Olympic Gold Medalist



dominates other statuses i.e Master

b. Status

## Social Role

→ ROLE:

Responsibility attached with a specific status.

status	role
•) Student	studying / gain knowledge
•) Teacher	to teach / import knowledge

→ ROLE SET:

All the responsibilities all person has to fulfill as a result of different statuses he/she carries.

- One status can also have different responsibilities.

→ ROLE CONFLICT:

A situation where a person faces problem fulfilling different roles at a specific time.

→ ROLE STRAIN:

Pressure felt by a person in order to fulfill his/her different roles.

→ Role Exit:

when a person gives up or exits from his/her given role due to any reason.

## Lecture NO.11 (CH:04)

### Social Action & Social Interaction

→ **Social Action:**

Any action performed for fulfilling any objective.

→ **Social Interaction:**

Influencing the mental & physical condition of a person by another person.

→ **Ingredients** of Social Interaction:

- 2 or more than 2 persons

- Reciprocal Relationship
  - ↳ 2-way (Give & Take)

- Influence the mental & physical condition.

→ **Forms of Social Interaction:**

- Individual to Individual ( $I \rightarrow I$ )

- Individual to Group ( $I \rightarrow G$ )

- Group to Group ( $G \rightarrow G$ )

- Individual to Culture ( $I \rightarrow C$ )

- ↳ e.g. Pakistani interacting with Saudi Arabian

→ **Measurement of social interaction**

- Frequency (<sup>no. of times</sup>)
- Duration (<sup>length of time</sup>)

- Intensity (<sup>emotions involved</sup>)
- Focus (Goal / Objective)

## → Types of Social Interaction:

- Exchange (Give & Take)
- Conflict (e.g. war)
- Accommodation (giving people space in the society)
- Co-operation (tire way)
- Assimilation (competing over scarce resources)
- Acculturation (one culture dominates other and finish its)
- competition (people of 2 different culture influence each other)

## → Dramaturgical Analysis:-

Drama → Acting

Ewing Goffman gave the idea of dramaturgical analysis.

(def)  
"A study of social interaction in a theoretical theatrical performance"

## → Impression Management:

To create an impression in other minds as a result of your actions.

→ Thomas Theorem: (Action → Perception)  
Situations that are defined  
as real are real in their consequence

→ Social construction of reality:  
Reality is constructed by the  
individuals as a result of their  
social interaction.

→ Non-verbal communication:  
communicating with others  
without exchanging off words, verbal  
or written.

• Demeanor:  
how you act or carry yourself.

• Personal Space:

Privacy
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imp

## Lecture NO.12

### Social Group & its types

#### → Social Group:

- Primary Group (e.g Family)
- Secondary Group (formal relationships e.g colleagues in professional setting)

#### → Group Leadership:

- instrumental leadership
- expressive leadership

#### → Leadership styles:

- Authoritarian Leadership
- Democratic Leadership
- Laissez-faire Leadership

## Lecture NO.13

### Types of Groups:

- Primary
- Secondary
- Reference
- Formal (rules & regulations)
- Informal (membership is voluntary, no rules & regulations)  
NGO's, social service organization,

## Group Size:

- Dyad (Pair) → 2 people
- Triad → 3 people
- Small Group (5-10 people)
- Large Group  
(50+)

• Medium Group > 10 and < 50 people.

Bureaucracy  
Office holder      Rule of

Assignment #2 (Next class:  
Wednesday)

Q: Explain in detail the detrimental effects of Group Think for the policy making of a country? (Quote any historical example from Pakistan)