



Course No.: **GSF 331**

Course Title: **TECHNIQUES IN SOCIAL RESEARCH**

Instructor-in-charge: **TANU SHUKLA**

#### SCOPE AND OBJECTIVE of the Course

This course seeks to provide knowledge and skills relevant for conducting social science research. It will cover the entire research process from problem formulation, interpretation of data (both qualitative and quantitative) to evaluation of research study. The course will also address fundamental social science issues, reasoning and approaches that govern certain methodologies. This course would help students in acquiring skills to undertake social research studies based on primary and/or secondary data.

#### TEXT BOOKS

T1: Neuman, W. Lawrence, Social Research Methods, Pearson Education, 6th ed., 2005

#### REFERENCE BOOKS

R1: Naresh K. Malhotra, Satyabhushan Dash; Marketing Research: An Applied Orientation, 6/e; Pearson, 2010.

R2: K. N. Krishnaswamy, Appa Iyer Sivakumar, M. Mathirajan; Management Research Methodology, Pearson, 2009.

R3: Joseph F. Hair, Bill Black, Barry Babin; Multivariate Data Analysis, 6/e; Pearson, 2009.

#### COURSE PLAN

Lecture Session No.	Topic	Learning objectives	Book/ Chapter
1	Introduction to social research	Overview of course How science works? Introduction to social research. Need to conduct social research.	T1-C1
2	Research: Quantitative Vs. Qualitative	Quantitative social research. Qualitative social research Steps of the research process.	T1-C1
3	Need for social research	What is the need to conduct social research? Relevance of it in today's information age	T1-C1
4	Dimensions of Research	Dimensions of Research. The time dimension in research.	T1-C2
5	Purpose of Research	The purpose of research. Audience for research Use of research.	T1-C2





6	<b>Data Collection</b>	Introduction to data collection Data collection techniques.	T1-C2
7	<b>Theory &amp; Research</b>	Social theory versus ideology. Aspects of theory.	T1-C3
8	<b>The Meanings of Methodology</b>	Three approaches to methodology Positivist social science. Interpretative social science. Critical social science.	T1-C4
9	<b>Postmodern research</b>	What is postmodern research? Feminist and postmodern research	T1-C4
10	<b>The Literature Review</b>	Introduction The process of literature review	T1-C5
11	<b>Conducting literature review</b>	How to conduct literature review? Ethical concerns	T1-C5
12-14	<b>Presentations</b>		-
15	<b>Research Designs</b>	Introduction to research design Triangulation. Types of research designs.	T1-C6
16	<b>Qualitative and Quantitative designs</b>	Qualitative and quantitative orientations toward research. Qualitative design issues. Quantitative design issues.	T1-C6
17	<b>Measurements in research</b>	Why Measure? Qualitative and quantitative measurement. Parts of the measurement process.	T1-C7
18	<b>Quantitative/Qualitative Measures</b>	Reliability and validity. A guide to quantitative measurement. Index construction. What are Scales? How to use them	T1-C7
19	<b>Sampling Methods</b>	Introduction to sampling Need for sampling Various sampling methods	T1-C8
20	<b>Quantitative sampling</b>	Probability sampling. Probability sampling methods Examples	T1-C8
21	<b>Qualitative</b>	Nonprobability sampling methods Examples	T1-C8
22	<b>Experimental Research</b>	Random assignment Experimental design logic.	T1-C9
23	<b>Validity of experimental research</b>	Internal validity External validity Practical considerations.	T1-C9





24	<b>Outcomes of experimental research</b>	Results of experimental research Making comparisons A word on ethics.	T1-C9
25	<b>Survey Research</b>	Introduction to survey research The logic of survey research.	T1-C10
26	<b>Survey Research: Types</b>	Constructing a questionnaire Types of surveys.	T1-C10
27	<b>Survey Research: Pros and Cons</b>	Advantages and disadvantages Interviewing Computer-assisted pilot-testing and Web surveys Ethics of survey.	T1-C10
28-30	<b>Presentations</b>		
31	<b>Nonreactive Research</b>	What is nonreactive research? Nonreactive measurement Content analysis	T1-C11
32	<b>Secondary Analysis</b>	Existing statistics/documents secondary analysis Issues of inference Theory testing.	T1-C11
33	<b>Quantitative Data Analysis</b>	Dealing with data. Analysis and results for one variable.	T1-C12
34	<b>QDA: Two and more variables</b>	Analysis and results for two variables More than two variables.	T1-C12
35	<b>QDA: Making Inferences</b>	What is inferential statistics? How to make inferences?	T1-C12
36	<b>Field Research</b>	The logic of field research Choosing a site and gaining access Relations in the field Observing in the field.	T1-C13
37	<b>Field Research: Implementation</b>	Collecting data in the field The field research interview. Leaving the field. Ethical dilemmas of field research.	T1-C13
38	<b>Historical-Comparative Research</b>	Steps in a Historical-Comparative research project. Data and evidence in historical context.	T1-C14
39	<b>Analysis of Qualitative Data</b>	Comparing methods of data analysis Coding and concept formation Analytic strategies for qualitative data	T1-C14
40	<b>Qualitative Data</b>	Tools for qualitative data Examples	T1-C15
41	<b>Writing the Research Report and the Politics of Social Research</b>	The research report writing The politics of social research Objectivity and Value.	T1-C16





**EVALUATION COMPONENT**

Sl.no	Evaluation Component	Date	Weight age(%)
1	Mid Semester Test (CB)	3/10 2:00 - 3:30 PM	30
2	Assignment (OB)		30
3	Comprehensive Exam (CB)	2/12 FN	40

**Consultation hour:** Will be announced in the class

**Instructor In-Charge**

