



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
Instruction Division

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI – PILANI CAMPUS
COURSE HANDOUT 02.08.2018

In addition to Part-I (general handout for all courses appended to the timetable) this portion gives further details pertaining to the course.

Course No.: **GSF 331**

Course Title: **TECHNIQUES IN SOCIAL RESEARCH**

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

SCOPE AND OBJECTIVE

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, Appalyer 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?	T1-C1



Please Do Not Print Unless Necessary



		Introduction to social research. Need to conduct social research.	
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	Data Collection	Introduction to data collection Data collection techniques.	T1-C2
7	Theory & Research	Social theory versus ideology. Aspects of theory.	T1-C3
8	The Meanings of Methodology	Three approaches to methodology Positivist social science.	T1-C4





		Interpretative social science. Critical social science.	
9	Postmodern research	What is postmodern research? Feminist and postmodern research	T1-C4
10	The Literature Review	Introduction The process of literature review	T1-C5
11	Conducting literature review	How to conduct literature review? Ethical concerns	T1-C5
12-14	Presentations		-
15	Research Designs	Introduction to research design Triangulation. Types of research designs.	T1-C6
16	Qualitative and Quantitative designs	Qualitative and quantitative orientations toward research. Qualitative design issues. Quantitative design issues.	T1-C6
17	Measurements in research	Why Measure? Qualitative and quantitative measurement. Parts of the measurement process.	T1-C7



18	Quantitative/Qualitative Measures	<p>Reliability and validity.</p> <p>A guide to quantitative measurement.</p> <p>Index construction.</p> <p>What are Scales? How to use them</p>	T1-C7
19	Sampling Methods	<p>Introduction to sampling</p> <p>Need for sampling</p> <p>Various sampling methods</p>	T1-C8
20	Quantitative sampling	<p>Probability sampling.</p> <p>Probability sampling methods</p> <p>Examples</p>	T1-C8
21	Qualitative	<p>Nonprobability sampling methods</p> <p>Examples</p>	T1-C8
22	Experimental Research	<p>Random assignment</p> <p>Experimental design logic.</p>	T1-C9
23	Validity of experimental research	<p>Internal validity</p> <p>External validity</p> <p>Practical considerations.</p>	T1-C9
24	Outcomes of experimental research	<p>Results of experimental research</p>	T1-C9





		Making comparisons A word on ethics.	
25	Survey Research	Introduction to survey research The logic of survey research.	T1-C10
26	Survey Research: Types	Constructing a questionnaire Types of surveys.	T1-C10
27	Survey Research: Pros and Cons	Advantages and disadvantages Interviewing Computer-assisted pilot-testing and Web surveys Ethics of survey.	T1-C10
28-30	Presentations		
31	Nonreactive Research	What is nonreactive research? Nonreactive measurement Content analysis	T1-C11
32	Secondary Analysis	Existing statistics/documents secondary analysis Issues of inference Theory testing.	T1-C11
33	Quantitative Data Analysis	Dealing with data. Analysis and results for one variable.	T1-C12





34	QDA: Two and more variables	Analysis and results for two variables More than two variables.	T1-C12
35	QDA: Making Inferences	What is inferential statistics? How to make inferences?	T1-C12
36	Field Research	The logic of field research Choosing a site and gaining access Relations in the field Observing in the field.	T1-C13
37	Field Research: Implementation	Collecting data in the field The field research interview. Leaving the field. Ethical dilemmas of field research.	T1-C13
38	Historical-Comparative Research	Steps in a Historical-Comparative research project. Data and evidence in historical context.	T1-C14
39	Analysis of Qualitative Data	Comparing methods of data analysis Coding and concept formation Analytic strategies for qualitative data	T1-C14
40	Qualitative Data	Tools for qualitative data Examples	T1-C15





BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
Instruction Division

41	Writing the Research Report and the Politics of Social Research	The research report writing The politics of social research Objectivity and Value.	T1-C16
42	Conclusion	Summary of the course Conclusion	T1-All

EVALUATION COMPONENT

Sl.no	Evaluation Component	Weight age(%)	Date, Time & Venue
1	Mid Semester Test	30	-
2	Surprise Tests/Group Discussion/Assignment	30	
3	Comprehensive Exam.	40	13/12 FN

Consultation hour: Will be announced in the class

Instructor In-Charge



Please Do Not Print Unless Necessary

