



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

SECOND SEMESTER 2020-21
COURSE HANDOUT

Date: 15.01.2021

In addition to part I (General Handout for all courses appended to the Time table) this portion gives further specific details regarding the course.

Course No : GSF 331
Course Title : **TECHNIQUES IN SOCIAL RESEARCH**
Instructor-in-Charge : Tanu Shukla
Instructor(s) :
Tutorial/Practical Instructors:

1. Course Description: This course is designed to provide students with the practical skills, theoretical background for critiquing and designing research on social issues. The focus of the study is to equip the students with an understanding of the various concepts, paradigms, theories, methods and ethical considerations related to research process. Further enabling students to design and carry out a research project addressing specific and testable questions. This course facilitates students with the necessary skills to academic writing and effective communication of research findings.

2. 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.

3. Text Books:

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

4. Reference Books:

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

R2: K. N. Krishnaswamy, AppaIyerSivakumar, M. Mathirajan; Management Research Methodology, Pearson, 2009.

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

5. Course Plan:

Module No.	Lecture Session	Reference	Learning outcomes
1	Introduction to social research Overview of course How science works? Introduction to social research. Need to conduct social research	T1-C1	Familiarity with the theoretical background and understanding of research in social sciences



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

2	Research: Quantitative Vs. Qualitative Quantitative social research. Qualitative social research Steps of the research process.	T1-C1	Familiarity with various concepts in qualitative and quantitative method
3	Need for social research What is the need to conduct social research? Relevance of it in today's information age	T1-C1	Familiarity with different types of social research and its components
4	Dimensions of Research Dimensions of Research. The time dimension in research.	T1-C2	Understand the concepts of conducting research at single and multiple points in time.
5	Purpose of Research The purpose of research. Audience for research Use of research.	T1-C2	Understanding the Purpose of research: whether to explain, to describe or to explore
6	Data Collection Introduction to data collection Data collection techniques.	T1-C2	Having an understanding of the overview of the main data collection techniques, with examples
7	Theory & Research Social theory versus ideology. Aspects of theory	T1-C3	Understanding of what constitutes a theory and various factors differentiating it from ideology
8	The Meanings of Methodology Three approaches to methodology Positivist social science. Interpretative social science. Critical social science.	T1-C4	Familiarity with the philosophical foundations and the three approaches
9	Postmodern research What is postmodern research? Feminist and postmodern research	T1-C4	Understanding the common features and differences of Postmodern research and feminist approach.
10	The Literature Review Introduction The process of literature review	T1-C5	Understanding the Importance of literature review, different types, steps involved and databases.
11	Conducting literature review How to conduct literature review? Ethical concerns	T1-C5	Knowledge of moral conduct, ethical considerations, plagiarism and code of conduct in literature review.
12-14	Presentations		
15	Research Designs Introduction to research design Triangulation. Types of research designs.	T1-C6	Understanding the process and advantages of triangulation Characteristics and differences between qualitative and quantitative designs



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

16	Qualitative and Quantitative designs Qualitative and quantitative orientations toward research. Qualitative design issues. Quantitative design issues.	T1-C6	Characteristics, issues and examples
17	Measurements in research Why Measure? Qualitative and quantitative measurement. Parts of the measurement process.	T1-C7	Conceptualization and operationalization
18	Quantitative/Qualitative Measures Reliability and validity. A guide to quantitative measurement. Index construction. What are Scales? How to use them	T1-C7	Understanding the concept and types of reliability and validity; different types of scales, scale construction and standardization process.
19	Sampling Methods Introduction to sampling Need for sampling Various sampling methods	T1-C8	Understanding the concept of Population and sample
20	Quantitative sampling Probability sampling. Probability sampling methods Examples	T1-C8	Understanding the various characteristics and types of probability sampling and its examples
21	Qualitative Nonprobability sampling methods & Examples	T1-C8	Understanding the various characteristics and types of non-probability sampling and its examples
22	Experimental Research Random assignment Experimental design logic.	T1-C9	Understanding the need for random assignment and the process. Different types of design: characteristics and examples
23	Validity of experimental research Internal validity External validity Practical considerations.	T1-C9	Understanding the concept and need for establishing validity and threats
24	Outcomes of experimental research Results of experimental research Making comparisons A word on ethics.	T1-C9	Understanding the various ethical considerations during experimental treatments and conduct.
25	Survey Research Introduction to survey research The logic of survey research.	T1-C10	Understanding the history, characteristics and steps of conducting a survey.
26	Survey Research: Types Constructing a questionnaire Types of surveys.	T1-C10	Ability to construct a questionnaire. Usage of Do's and don'ts in forming questions.



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

27	Survey Research: Pros and Cons Advantages and disadvantages Interviewing Computer-assisted pilot-testing and Web surveys Ethics of survey.	T1-C10	Understanding the interview process, ability to conduct an interview without any bias.
28-30	Presentations		
31	Nonreactive Research What is nonreactive research? Nonreactive measurement Content analysis	T1-C11	Knowledge and ability to analyze a text, forming codes and drawing inferences
32	Secondary Analysis Existing statistics/documents secondary analysis Issues of inference Theory testing.	T1-C11	Analysis of the secondary and factual data.
33	Quantitative Data Analysis Dealing with data. Analysis and results for one variable.	T1-C12	Knowledge of analysis of data
34	QDA: Two and more variables Analysis and results for two variables More than two variables.	T1-C12	Analysis between two or more variables, to understand the relationship.
35	QDA: Making Inferences What is inferential statistics? How to make inferences?	T1-C12	Ability to conduct inferential statistics on a given set of data and make inferences
36	Field Research The logic of field research Choosing a site and gaining access Relations in the field Observing in the field.	T1-C13	Characteristics of field research, steps to conduct it.
37	Field Research: Implementation Collecting data in the field The field research interview. Leaving the field. Ethical dilemmas of field research.	T1-C13	Detailed critical explanation and reflection of the characteristics and steps involved in field research with an example.
38	Historical-Comparative Research Steps in a Historical-Comparative research project. Data and evidence in historical context.	T1-C14	Providing the conceptual clarity with an example
39	Analysis of Qualitative Data Comparing methods of data analysis Coding and concept formation Analytic strategies for qualitative data	T1-C14	Understanding the concept and steps involved in the analysis of qualitative data. Ability to do analysis of data through coding, successive approximations of the given data



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

40	Qualitative Data Tools for qualitative data Examples	T1-C15	Conceptual understanding with examples
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	Knowledge of the sequence of the scientific report writing. Report writing skills
42	Conclusion Summary of the course Conclusion	T1-All	

6. Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of component (Close Book/ Open Book)
Mid-Semester Test	90 Min.	30		
Comprehensive Examination	3 h	40		
Assignment		30		

7. Notices: Notices will be uploaded on Nalanda

8. Note (if any):

- Students are expected to read books & papers from journals etc. to understand the concepts related to research methodology and academic writing.
- Journals to consult: American Psychologist (by APA), Psychological Studies, Psychological Bulletin

Instructor-in-charge

Course No.