

## **COURSE CONTENT**

**Course Code / Title** : HS2002 Doing Social Research

**Pre-requisites** : HS1001 Person and Society

**No. of AUs.** : 3

**Contact Hours** : 39

### **Course Aims**

This course provides a theoretical and practical introduction to social research methods. We will explore both quantitative and qualitative methodology, focusing on two primary tools used in sociological research - the design and conduct of (1) surveys and (2) in-depth interviews.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

- 1) Craft meaningful sociological research questions
- 2) Understand the processes and challenges of collecting survey data
- 3) Understand the processes and challenges of conducting in-depth interviews
- 4) Conceptualize a coherent research study
- 5) Present data in a coherent and concise way

### **Course Content**

Week 1 – Science and Social Science

Keywords: Holism, Individualism, Realism, Idealism

Week 2 – Approaches to Social Science

Keywords: Naturalism, Interpretivism, Epistemology, Axiology

Week 3 – Writing Research Questions

Keywords: Literature review, Research questions vs. topics, Ethical considerations

Week 4 – Quantitative I, Measurement

Keywords: Surveys, Validity, Reliability, Measurement error, Processing error

Week 5 – Quantitative II, Sampling

Keywords: Inference, Probability sampling, Sampling frame, Coverage, Non-response

Week 6 – Quantitative III, Analysis

Keywords: Survey statistic, poststratification weights, statistical modelling

Week 7 – Quantitative IV, Data Visualization

Keywords: Layers, Scales, Facets, Coordinates, Gestalt principles

Week 8 – Qualitative I, Logics

Keywords: Abductive reasoning, Interviews

Week 9 – Qualitative II, Case Selection

Keywords: Case study logic vs. sampling logic, Boundaries, Comparisons

Week 10 – Qualitative III, Fieldwork

Keywords: Interview guide, Interview location, Interview preparation

Week 11 – Qualitative IV, Coding and Analysis

Keywords: Open coding, Focused coding, Index case

Week 12 – Other Ways to Do Research

Keywords: Participant observation, Mixed methods, Big data

Week 13 – Conclusion

Keywords: Public sociology

### **Course Assessment**

CA1 Class participation : 10%

CA2 Research question write-up : 30%

CA3 Group data visualization : 30%

CA4 Interview assignment : 30%

**Total** -----  
**100%**