

**Institute of Social & Cultural Studies
Faculty of Behavioral & Social Sciences
University of the Punjab, Lahore
Course Outline**



Programme	BS Demography	Course Code	DEM210	Credit Hours	3
Course Title	Introduction to Social Research Methods				

Learning outcomes

After studying the course , the students will be able to;

- i. understand diversified research methods and their applications in the field of emography
- ii. apply research skills needed to analyze Population data.

Content

Unit 1. Introduction

- Definitions and importance of research
- Types of research
- Theory and research
- Quantitative and qualitative approaches
- Ethics in research

Unit 2.: Selection and Formulation of Research Problem

- Selection of problem and its significance
- Review of relevant literature
- Theoretical framework

Unit 3.: Scientific Hypothesis in Research

- Meaning and forms of hypothesis
- Functions of hypothesis
- Sources and logic of driving hypothesis
- Characteristics of useable hypothesis
- Statistical testing of hypothesis

Unit 4.: Measuring the variables

- Operationalization
- Measurement and its levels
- Validity
- Reliability

Unit 5.: Research Design

- Definition of research design
- Characteristics of research design
- Types of research design
- Components of research design

Unit 6.: Scientific Hypothesis in Research

- Meaning and forms of hypothesis
- Functions of hypothesis
- Sources and logic of driving hypothesis
- Characteristics of useable hypothesis
- Statistical testing of hypothesis

Unit 7.: Sampling

- Nature and importance
- Population and sampling
- Probability and non-probability sampling

Unit 8.: Data Collection

- Survey method
- Experimental method
- Case study method
- Historical method/documentation
- Content analysis method
- Official Records

Unit 9.: Tools of data collection

- Observation (participant and non-participant)
- Questionnaire
- Interview schedule
- Focus group discussion (FGD)

Unit 10.: Measurement and scaling

- Types of scales
- Paired comparisons
- Method of equal appearing interval
- Internal consistency scale: Thurston scale
- Rating scales

Unit 11.: Analysis and interaction of data

- Coding and tabulation
- Computer application to analyze data
- Interpretation of results

Unit 12.: Presentation of data and report writing

Assessment & Examination	Sr. No.	Elements	Weightage	Details	<ul style="list-style-type: none"> • Format of report • Graphic and pictorial presentation • Report writing • Bibliography, foot notes and references
	1	Midterm Assessment	35%	It take place at the mid-point of the Semester	
	2	Formative Assessment	25%	It is continuous assessment. It includes classroom participation, attendance, assignments, presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.	
	3	Final Assessment	40%	It take place at the end of the semester. It is mostly in the form of test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.	

Recommended Books

- Somekh, B. and C. Lewin. (2005). *Research Methods in the Social Sciences*. New Delhi, Vistaar Publications.
- Bulmer, M. and D. P. Warwick (1993). *Research in Developing Countries Surveys and Censuses in the third World*. London, Routledge.
- Hall, I. and D. Hall (2004). *Evaluation and Social Research, Introducing small scale practice*. New York, Palgrave McMillan.
- McKenzie, G., J. Powell and R. Usher (1997). *Understanding Social Research: Perspectives on Methodology and Practice*. London, The Flame Press.
- Hess-Biber, S. N. and P. Leavy (2004). *Approaches to Qualitative Research, A Reader on Theory and Practice*. New York, Oxford University Press.
- Laurel, B. (2003). *Design Research, Methods and Perspectives*. London England, The MIT Press.
- Marvasti, A. B. (2004). *Qualitative Research in Sociology, An Introduction*. New Delhi, Sage Publications.
- Garner, M., C. Wagner and B. Kawulich (2009). *Teaching Research Methods in the Social Sciences*. London, Ashgate Publishing limited.
- Ruane, J. M. (2005). *Essentials of Research Methods, A Guide to Social Sciences Research*. Australia, Blackwell Publishing.
- Gravetter, F. J. and L. B. Forzano.(2003). *Research Methods for the Behavioral Sciences*. Washington DC, Thomson Wadsworth.

- deVaus. D. A. (2001). *Surveys in Social Research*, 4th Edition. London, Routledge.
- Scarbrough, E. and E. Tanenbaum. (1998). *Research Strategies in the Social Sciences, A guide to New Approaches*. New York, Oxford University Press.
- Bouma, G. D. (2004). *The Research Process*. New York, Oxford University Press.
- May, T. (2001). *Social Research Issues, methods and Process*. Maidenhead, Open University Press.
- Walliman, N. (2005). *Your Research Project, 2nd Edition, A step by step guide for the first-time researcher*. New Delhi, Vistaar Publications.