

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



Programme	BS Demography	Course Code	DEM303	Credit Hours	3
Course Title	Quantitative Research Methods				

The aim of this course is to introduce our students to a number of issues involved in the conduct of empirical social research. Specifically, we will cover essential concepts in social research, sampling, surveys and designs of research, measurement, and testing of hypotheses. Although the course is basic techniques oriented, due attention will be given to theory and assumptions of the methods presented.

It is assumed that the students have a background in basic social statistics and in social theory. It is also assumed that the students are familiar with the use of SPSS statistical package.

Course Requirements / Evaluation

Course evaluation is based on a term-paper, mid-term and final examinations; and assignments/contribution to a small research project. The paper is due before the final examination and is worth 25%, mid-term examination 35%, final examination 40%

- 1. Fundamentals of Social research**
 - The language of Research
 - The Rationale of Research
 - Validity of Research
 - Ethics in Research
 - Conceptualizing

- 2. Sampling**
 - External Validity
 - Sampling Terminology/Terms
 - Probability Sampling
 - Non-probability sampling

- 3. Theory of Measurement**
 - Construct validity
 - Reliability
 - Levels of Measurement

- 4. Survey Research**
 - Planning
 - The sample
 - Questionnaire Development
 - Fieldwork
 - Coordination and Monitoring
 - Editing, Coding and Data Entry

- 5. Scales and Indexes**

- Indexes
- Scaling: Issues, Types
- Indexes and Scaling

6. Research Designs

- Internal Validity
- Threats to Internal Validity
- Design Types

7. Experimental Designs

- Introduction
- Classification of Experimental Designs
- Factorial Designs
- Randomized Block Designs
- Covariance Designs etc.

8. Analysis

- Conclusion Validity
- Data preparation
- Descriptive statistics
- Analysis of Research Design

9. Write – up

- Key Elements
- Formatting
- References
- Appendices

Part-II: Statistics

1. SPSS

Readings:

1. Babbie, E. 2004. The Practice of Social Research. Wadsworth/Thomson Learning, Belmont, U.S.A.
2. Blalock, H.M. 1988. Social Statistics. 2nd ed London: McGraw-Hill book Company
3. Elifson, Kirk W. 1990 Fundamentals of Social Statistics 2nd ed London: McGraw-Hill Book Co
4. Healey, Joseph F. 2002 Statistics: A tool for Social Research 6th ed. Belmont: Wadsworth
5. Neuman, W.L. 2000. Social Research Methods: Qualitative and Quantitative Approaches, 4th ed. Allyn and Bacon: Boston (only Quantitative part)
6. Vaus, David de. 2002. Analyzing Social Science Data London: Sage Publications