

Design of Quantitative Research (YMH516)

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Syllabus, Autumn 2011

Course Description:

Introduction to major perspectives of research methods in sociology. An review of methods of quantitative sociological research. Specifically aimed at research design and preparation of questionnaire inquiry. Additionally discussed secondary data analysis (existing data sets and official statistics). Techniques of data collection and preparation for analysis. The students will learn how to formulate research question and hypothesis; how to operationalise variables and develop questionnaire. They should be able to prepare their own survey: to formulate and test hypotheses.

Requirements: term paper with research project and supplemented with questionnaire and miniature data collection; in-class final exam.

Outline:

1. Logic of empirical research in sociology, main concepts
2. Technique of research, goals of survey, units of analysis
3. Types of empirical survey, methods of data collection
4. Research question, hypothesis
5. Operationalisation of variables and model of their relationships
6. Problems of bias, quality of measurement
7. Research project, ethical principles
8. Questionnaire: preparation, configuration and completing
9. Sampling from population
10. Data collection, data sources, variables
11. Data preparation, making data set, transformations of variables
12. Practice of acquired knowledge, current trends in sociological research

Contacting the instructor:

available by appointment, please contact me via e-mail, at jiri.safr@seznam.cz.

Course web page:

<http://metodykv.wz.cz>

Main readings:

BABBIE, E. *The Practice of social Research*. 7th Edition. Belmont: Wadsworth, 1995.

BRYMAN, A. *Social research methods*. Oxford: Oxford University Press, 2008.

SCHEUREN, F. *What is a Survey*. <<http://www.whatisasurvey.info>>., 2004

Further recommended readings

PUNCH, K. F. *Survey Research. The Basics*. London: Sage Pub., 2003.

OPPENHEIM, A.N. *Questionnaire design and attitude measurement*. Heinemann: London, 1966.