City University of Hong Kong
Course Syllabus

offered Department of of Asian and International Studies
with effect from Semester B 2019/20

Part I Course Overview

Course Title:	**Social Research Methods**
Course Code:	**AIS 2012**
Course Duration:	**One semester**
Credit Units:	**3**
Level:	**B2**
Proposed Area: *(for GE courses only)*	☐ Arts and Humanities ☐ Study of Societies, Social and Business Organisations ☐ Science and Technology
Medium of Instruction:	**English**
Medium of Assessment:	**English**
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	**AIS2035 Social Research I** **AIS3122 Social Research Methods**
Exclusive Courses: *(Course Code and Title)*	Nil

Part II Course Details

1. Abstract

This course will introduce students to basic principles of research design in social science and to a range of qualitative and quantitative methods commonly used in social science research. The first part of the course will explore general issues in social inquiry and research design. In the second part, we delve into the main research methods that constitute the toolkit of social scientists. For each of them, we focus on underlying principles, practical applications, strengths and weaknesses, and ethical challenges. Assessment is based on class participation, written exams and final assignment in which students work in groups to design a research project in an area of choice, and a series of other assignments related to research topics. There will be a variety of classroom activities that help students better understand the research process and discover the way to apply social science research methods to address their research questions.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs[#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Understand the main theoretical, practical and ethical challenges in conducting social science research;	15%	x	x	
2.	Identify and critique the various phases of designing and implementing social science research, such as choosing research questions, reviewing relevant literatures, developing hypotheses, collecting data, analysing data, and presenting research findings;	20%	x	x	
3.	Identify and explore the strengths and weaknesses of various research methods;	25%	x	x	
4.	Assess the suitability of several methodological approaches, both qualitative and quantitative, to address specific research questions in social science;	15%		x	x
5.	Apply principles of social science research by developing a full-blown research design given specific guidelines.	25%	x	x	x
		100%			

** If weighting is assigned to CILOs, they should add up to 100%.*

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5		
CILO 1	Lectures; Classroom exercises; Written assignments; Readings	√						
CILO 2	Lectures; Readings; Written assignments; Classroom exercises		√					
CILO 3	Lectures; Readings; Written assignments; Classroom exercises			√				
CILO 4	Research proposal				√			
CILO5	Research proposal					√		

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5			
Continuous Assessment: ____%								
Mid-term exam	√	√	√				30%	To assess knowledge of research design and specific methods
Final exam	√	√	√				30%	To assess knowledge of research design and specific methods
Research proposal	√	√	√	√	√		40%	To assess ability to apply knowledge and skills to the design of a research project
Examination: ____% (duration: , if applicable)								
** The weightings should add up to 100%.*							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	*Criterion*	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Midterm exam; Final exam	Multiple choice; identification questions; open-ended questions	Excellent knowledge of the materials covered in the course.	Good knowledge of the materials covered in the course.	Limited knowledge of the materials covered in the course.	Substantially flawed knowledge of the materials covered in the course.	Insufficient knowledge of the materials covered in the course.
2. Research proposal	Quality of writing	Excellent quality of writing	Good quality of writing	Adequate quality of writing	Marginal quality of writing	Poor quality of writing
	Application and demonstrated comprehension of principles of social science research	Excellent application and demonstrated comprehension	Good application and demonstrated comprehension	Adequate application and demonstrated comprehension	Marginal application and demonstrated comprehension	Poor application and demonstrated comprehension
	Demonstration of research and prudent use of research materials in relation to argument	Excellent demonstration of research and prudent use of research materials	Good demonstration of research and prudent use of research materials	Adequate demonstration of research and prudent use of research materials	Marginal demonstration of research and prudent use of research materials	Poor demonstration of research and prudent use of research materials
	Quality and originality of argument	Excellent and original argument	Good and reasonably original argument	Adequate articulation of argument/adequate attempt at making an original argument	Marginal demonstration of argument and or originality in argument	Poor deployment of or non-existent argument

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Purposes of research; Research process; Production of knowledge; Theory and empirics; Literature review; Research ethics; Research design; Causal inference; Conceptualization; Measurement; Qualitative methods; Interviews; Comparative method; Case study analysis; Quantitative methods; Statistics; Text analysis; Ethnography; Sampling; Surveys; Experiments.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Babbie, Earl (2017) *The Basics of Social Research*. Boston: Cengage.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Creswell, J. W., 2009. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 3rd ed. Thousand Oaks: SAGE Publishing.
2.	Berg, B. & Lune H., 2011. Qualitative Research Methods for the Social Sciences. 8th ed. Boston: Pearson.
3.	Walliman, N, 2011. Research Methods: The Basics. Oxon and New York: Routledge.