

# SS2034: RESEARCH METHODS IN SOCIAL SCIENCES: QUANTITATIVE AND QUALITATIVE METHODS

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Research Methods in Social Sciences: Quantitative and Qualitative Methods

### Subject Code

SS - Social and Behavioural Sciences

### Course Number

2034

### Academic Unit

Social and Behavioural Sciences (SS)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

SS2033 Research Methods for Behavioural Sciences

## Part II Course Details

### Abstract

This course aims to equip students with a comprehensive knowledge of research methods for pursuing more advanced and methodological issues in social research. It emphasizes, with equal balance on quantitative and qualitative methods, knowledge and practical skills for conducting research. It hopes to enable students to become familiar with the basic characteristics of social research, and to understand the nature of the components which are essential to the development as well as implementation of a criminological research project.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe key concepts and major methodological approaches in social science research;	30	x		
2	Identify the merits as well as limitations of social science research;	20	x	x	
3	Apply basic techniques used by social scientists in quantitative and qualitative data analysis; and	30	x	x	x
4	Write up a feasible research proposal.	20	x	x	x

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
Lectures	Students will engage in formal lectures to gain knowledge about social research principles and data analysis techniques.	1, 2, 3, 4	

2	Workshop	In the weekly lectures, students are required to attempt a wide variety of class assignments on selected issues of academic and practical interests related to social research. They are expected to tackle the problems through a problem-solving approach. In addition, each student is required to submit a number of SPSS assignments so as to get himself/herself familiar with elementary statistical analysis.	1, 2, 3	
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**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?	
1	In-class test: The in-class test consists of 80 multiple-choice type questions.	1, 2, 3	40	-	No
2	Class Assignments (Individual / Group): Both individual and group assignments on selected topic of both qualitative as well as quantitative social research methods are introduced so as to assess students' understanding and application of concepts and skills related to social statistics and research methods and data collection techniques.	1, 2, 3	30	-	Yes

3	AT3: Group Research Proposal: A group research proposal of not more than 3,500 words is required. The aim of this assignment is to train students' abilities in integrating theoretical and empirical findings and arguments arising from literature review, formulating hypotheses, and choosing appropriate design and analytical methods.	1, 2, 3	30	-	No
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**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

1. Group Research Proposal

**Criterion**

1. Organisation: Refers to format and presentation: logical structure, good use of headings where appropriate# effective presentation.
2. Originality: Refers to original thinking, creativity, innovative analysis
3. Analysis: Refers to the quality, clarity, and depth of the analytical work involved in addressing questions and issues
4. Research effort: Includes resourcefulness, effort, and diligence in the search for and presentation of suitable information
5. English writing: Grammar, spelling, sentence construction, etc.
6. Referencing: Refers to the use of an accurate referencing system, appropriate citations in the essay, and avoidance of plagiarism.

**Excellent (A+, A, A-)**

An excellent paper# very good mastery of the ideas or concepts, with excellent or innovative analysis. A is on the edge of this category, but still very good

**Good (B+, B, B-)**

A solid paper with reasonably good analysis and use of information.

**Fair (C+, C, C-)**

Documentation, analysis, writing, use of concepts, referencing, and effort are mostly adequate for a passing grade, but with enough flaws and shortcomings that it cannot be judged to be "good" or "very good" .

**Marginal (D)**

Barely a pass. Many serious flaws and shortcomings, but adequate effort and some research

**Failure (F)**

Does not demonstrate the minimum research effort and documentation# or substantial plagiarism

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**Assessment Task**

2. Class assignments

**Criterion**

Ability to apply relevant concepts and skills related to social statistics and both quantitative and qualitative research methods.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

3. In-class Test

**Criterion**

Scores of MCQ questions obtained.

**Excellent (A+, A, A-)**

75 marks or above

**Good (B+, B, B-)**

60 to 74 marks

**Fair (C+, C, C-)**

45 to 59 marks

**Marginal (D)**

40 to 44 marks

**Failure (F)**

Below 40 marks

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## Part III Other Information

### Keyword Syllabus

The nature and scope of social research, Problem Formulation, Issues of Measurement, Qualitative and Quantitative Research Design, Experimentation, Sampling and Survey Research, The logic and methodology of qualitative research, Questionnaire and Interviews, Observational and Unobtrusive Methods, Data Management and Processing, Idea of Descriptive and Inferential Statistics, Qualitative Data Analysis and Interpretation, Writing the research report.

### Reading List

#### Compulsory Readings

	Title
1	Babbie, E. R. (2021). <i>The Practice of Social Research</i> (15th ed.). Boston, MA: Cengage Learning.
2	Bryman, A. (2016) <i>Social Research Methods</i> , 5th Ed. Oxford: Oxford University Press.
3	Neuman, W. L. (2020). <i>Social Research Methods : Qualitative and Quantitative approaches</i> , 8th ed. Essex: Pearson.

#### Additional Readings

	Title
1	Berg, B. L. (2014). <i>Qualitative Research Methods for the Social Sciences</i> , 8th Ed. Boston: Pearson/Allyn & Bacon.
2	Blaxter, L., Hughes, C., & Tight, M. (2010). <i>How to Research</i> , 4th Ed. England: Open University Press.
3	Denzin, Norman K., & Lincoln, Yvonna S. (2013). <i>The Landscape of Qualitative research: Issues and Theories</i> , 4th Ed. London: SAGE Publications.
4	Healey, J. F. (2016) <i>The Essentials of Statistics: A Tool for Social Research</i> , 4th Ed. Boston: Cengage Learning.
5	Ho, R (2014) <i>Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS</i> , 2nd ed. Boca Ration: CRC Press.
6	Punch K. F. (2014) <i>Introduction to Social Research: Quantitative and Qualitative Approaches</i> , 3rd ed. Los Angeles: Sage publications.
7	Robson, C. (2016) <i>Real World Research : a Resource for Users of Social Research Methods in Applied Settings</i> , 4th Ed. Chichester : Wiley.
8	Salkind, N. J. (2012). <i>Exploring Research</i> , 8th Ed. Upper Saddle River, New Jersey: Pearson/Prentice Hall Higher Education.