

SS3423: ADVANCED APPLIED QUANTITATIVE RESEARCH METHODS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Advanced Applied Quantitative Research Methods

Subject Code

SS - Social and Behavioural Sciences

Course Number

3423

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

SS2027 Social Statistics and Research Methods

Equivalent Courses

Nil

Exclusive Courses

SS3502 Statistics and Data Analysis for Criminology

Part II Course Details

Abstract

This course aims to enable students' to exercise professional skills in conducting quantitative social research. The research process includes such topics as research design, measurement, and sampling and applies research strategies to demonstrate high-quality academic research by grounding it on social theories. Each student's distinctive and original performance in mastering quantitative social research is the learning focus.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Differentiate a range of key concepts and methodological approaches in applied quantitative research;	20	x	x	
2	Apply and evaluate issues related to quantitative research methods and designs; and	35	x	x	x
3	Produce an applied quantitative research proposal.	45	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)
1	LTA1: Lecture	Students need to engage in lectures on (1) key concepts and methodological approaches in applied quantitative research, and (2) the fundamental issues in research designs and strategies used in applied settings.	1, 2, 3	
2	LTA2: Group Discussion	Students need to engage in group discussions on (1) & (2) above introduced in the lectures.	1, 2, 3	
3	LTA3: Workshop	Students need to engage in workshops on (1) the application of quantitative research methods and designs, and (2) proposal writing.	1, 2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	AT1: Workshop Participation & Discussion	1, 2, 3	15	Every student needs to engage in group discussions about concepts and theories, their applications introduced in the lectures, and progress in proposal writing. They also need to report critical discussion and learning results in the class. AI can only be used for information search but not for report writing.	Yes
2	AT2: Individual Research Proposal Realizing Discovery, Innovation, and Critical Thinking	1, 2, 3	50	Every student needs to write an individual research proposal (2,000 words in the main text, plus references and appendices). The emphasis is on discovery, innovation, and being critical to advance social science knowledge for social practice. The proposal needs to adhere to the professional social researcher' s standards. AI can only be used for information search but not for report writing.	Yes

3	AT3: Quiz	1, 2, 3	35	Every student needs to take a quiz to assess knowledge about the theory and practice of applied social research in an objective way. It is summative, requiring original and sustained preparation.	No
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

1. Workshop Participation and Discussion

Criterion

Articulation of theory and conclusion coherently

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Poor

Assessment Task

2. Individual Research Proposal

Criterion

Articulation of theory and concepts coherently

Excellent (A+, A, A-)

High: serendipity

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Poor

Assessment Task

3. Quiz

Criterion

Recognition of concepts and theory accurately

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Poor

Part III Other Information**Keyword Syllabus**

Basic and Applied Research; Philosophical Foundations; Theoretical Framework; Research Designs; Measurement; Sampling; Data Analysis; Research Ethics.

Reading List**Compulsory Readings**

Title	
1	Bukve, Oddbjør. 2019. Designing Social Science Research. Cham, Switzerland: Springer.

Additional Readings

Title	
1	Babbie, Earl R. 2017. The Basics of Social Research. Boston, MA: Cengage.
2	Fallon, Marianne. 2016. Writing up Quantitative Research in the Social and Behavioral Sciences. Rotterdam, Netherlands: Sense.
3	Islam, M. Rezaul. 2019. Social Research Methodology and New Techniques in Analysis, Interpretation, and Writing. Hershey, PA: IGI.

4	Thrane, Christer. 2022. Doing Statistical Analysis: A Student's Guide to Quantitative Research. Abingdon, UK: Routledge.
5	Zou, Patrick X. W. 2024. Research Methodology and Strategy: Theory and Practice. Newark, NJ: Wiley.