

## Subject Description Form

<b>Subject Code</b>	APSS345		
<b>Subject Title</b>	Social Research Methods		
<b>Credit Value</b>	3		
<b>Level</b>	3		
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil		
<b>Assessment Methods</b>	100% Continuous Assessment	Individual Assessment	Group Assessment
	Seminar Presentation		40%
	Quiz	60%	
<b>Objectives</b>	The subject aims to provide students with a general understanding of the basic concepts and methods of social research so that they are able to appreciate and evaluate research findings. In addition, the subject will also help students to master some preliminary skills in conducting social research through practices in seminars.		
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> <li>a. find relevant literature and information for asking a research question;</li> <li>b. recognize the link between research problem, literature review, and research designs;</li> <li>c. recognize what role variables play in hypothesis construction, measurement, sampling, and statistical analysis;</li> <li>d. recognize how contrast and complementary are quantitative and qualitative methods in research paradigms and understanding of human behavior;</li> <li>e. conduct some statistical analyses in SPSS.</li> </ul>		
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>1. Problem formulation and literature review</li> <li>2. Conceptualization and operationalization</li> <li>3. Research designs: experiment, survey, observation, field research, and unobtrusive method</li> <li>4. Sampling</li> <li>5. Statistical analysis in SPSS</li> <li>6. Interpretation of qualitative data</li> <li>7. The ethics and politics of social research</li> </ol>		

Teaching/Learning Methodology	<div>1. Through lectures and audio-visual materials, students are expected to understand the basic concepts of social research.</div> <div>2. Through presentation on worksheets and follow-up discussion in seminars, students are expected to learn to apply basic concepts of research design into real life research.</div> <div>3. Through demonstration of SPSS, students are expected to master how to conduct elementary statistical analyses in SPSS.</div>																																													
Assessment Methods in Alignment with Intended Learning Outcomes	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th><th></th></tr><tr><td>1. Seminar presentation</td><td>40%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>2. Quiz</td><td>60%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>Total</td><td>100 %</td><td colspan="6"></td></tr></table> <div>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</div> <div>1. Quiz is an objective method to assess students’ grasp of the basic concepts of social research.</div> <div>2. Students’ grasp and application of the basic concepts of research can be adequately assessed through their presentation on worksheets in seminars.</div> <div>3. The grade is calculated according to the percentage assigned;</div> <div>4. The completion and submission of all component assignments are required for passing the subject; and</div> <div>5. Student must pass the specific component(s) (standard of passing) if he/she is to pass the subject.</div>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		1. Seminar presentation	40%	✓	✓	✓	✓	✓		2. Quiz	60%	✓	✓	✓	✓	✓		Total	100 %						
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Student Study Effort Expected	<div>Class contact:</div> <div><div>Lectures</div><div>Seminars</div></div> <div>Other student study effort:</div> <div><div>Private study</div><div>Seminar presentation preparation</div></div> <div>Total student study effort</div>							<div></div> <div>27 Hrs.</div> <div>12 Hrs.</div> <div></div> <div>50 Hrs.</div> <div>20 Hrs.</div> <div>109 Hrs.</div>																																						

<p><b>Reading List and References</b></p>	<p><b><u>Essential</u></b></p> <p>Babbie, E. (2021). <i>The practice of social research</i> (15<sup>th</sup> ed.). Belmont, MA: Cengage.</p> <p><b><u>Supplementary</u></b></p> <p>Antonius, R. (2012). <i>Interpreting Quantitative Data with IBM SPSS Statistics</i> (2<sup>nd</sup> ed.). Thousand Oaks, Calif.: Sage.</p> <p>Besen-Cassino &amp; Cassino. D. (2023) <i>Social Research Methods by Example: Applications in the Modern World</i>. Oxon, OX: Routledge.</p> <p>Davies, C. (2021) <i>A Quick Guide to Quantitative Research in Social Sciences</i>. Wales: University of Wales Trinity Saint David.</p> <p>Edwards, J.E., Scott, J.C., &amp; Raja, N.S. (2003). <i>The Human Resources Program-Evaluation Handbook</i>. Thousand Oaks, CA: Sage Publications.</p> <p>George D. &amp; Mallery, P (2024). <i>IBM SPSS Statistics 29 Step by Step: A Simple Guide and Reference</i>. Oxon, OX: Routledge.</p> <p>Glesne, C. (2016). <i>Becoming Qualitative Researchers: An Introduction</i> (5<sup>th</sup> ed.). Boston: Pearson/Allyn &amp; Bacon.</p> <p>Kenneavy, K.M., Harnois, C. E., Atkinson, M.P., Korgen, K. O. (2022) <i>Social Research Methods: Sociology in Action</i>. Thousand Oaks, Calif.: Sage.</p> <p>McNabb, D.E. (2018). <i>Research Methods in Public Administration and Nonprofit Management</i> (4<sup>th</sup> ed.) Oxon, OX: Routledge.</p> <p>Merriam, S.B. &amp; Grenier, R.S. (2019). <i>Qualitative research in practice: Examples for discussion and analysis</i>. San Francisco, Calif: Jossey-Bass.</p> <p>Moore, D. S., &amp; Notz, W. I. (2020). <i>Statistics: Concepts and controversies</i> (10<sup>th</sup> ed.). New York: W.H. Freeman.</p> <p>Neuman, W.L. &amp; Kreuger, L.W. (2014). <i>Social Research Methods: Qualitative and Quantitative Approaches</i>. Essex: Pearson Education Inc.</p> <p>Robson, C. (2016) <i>Real World Research: A Resource for Users of Social Research Methods in Applied Settings</i> (4<sup>th</sup> ed.). Chichester: Wiley.</p> <p>Ruane. J. M. (2016) <i>Introducing Social Research Methods: Essentials for Getting the Edge</i>. Hoboken: John Wiley &amp; Sons.</p> <p>Schaie, K.W. &amp; Caskie, G.I.L. (2005). Methodological issues in aging research. In D. M. Teti (ed.), <i>Handbook of research methods in developmental science</i> (pp.21-39). Malden, MA : Blackwell.</p> <p>Tabachnick, B.G., &amp; Fidell, L.S. (2021). <i>Using multivariate statistics</i> (7<sup>th</sup> ed.). Boston: Pearson/ Allyn &amp; Bacon.</p> <p>Weil, J. (2017). <i>Research Design in Aging and Social Gerontology: Qualitative, Quantitative and Mixed Methods</i>. Milton: Routledge.</p>
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邱皓政（2019）。*量化研究與統計分析：SPSS 與資 R 資料分析範例*（第六版）。台北：五南圖書。

葉乃嘉（2013）。*研究方法的第一本書：教育、人文與社會科學研究的入門書*。台北市：五南圖書。