

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	APSS345											
Subject Title	Social Research Methods											
Credit Value	3											
Level	3											
Pre-requisite / Co-requisite/ Exclusion	Nil											
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">100% Continuous Assessment</th> <th style="width: 33%;">Individual Assessment</th> <th style="width: 33%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1. Seminar presentation</td> <td style="text-align: center;">--</td> <td style="text-align: center;">50 %</td> </tr> <tr> <td style="text-align: center;">2. Quiz</td> <td style="text-align: center;">50 %</td> <td style="text-align: center;">--</td> </tr> </tbody> </table>			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Seminar presentation	--	50 %	2. Quiz	50 %	--
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Objectives	<p>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.</p>											
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. find relevant literature and information for asking a research question; b. recognize the link between research problem, literature review, and research designs; c. recognize what role variables play in hypothesis construction, measurement, sampling, and statistical analysis; d. recognize how contrast and complementary are quantitative and qualitative methods in research paradigms and understanding of human behavior; e. conduct some statistical analyses in SPSS. 											
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Problem formulation and literature review 2. Conceptualization and operationalization 											

<i>(Note 2)</i>	<ol style="list-style-type: none"> 3. Research designs: experiment, survey, observation, field research, and unobtrusive method 4. Sampling 5. Statistical analysis in SPSS 6. Interpretation of qualitative data 7. The ethics and politics of social research 																																						
Teaching/Learning Methodology <i>(Note 3)</i>	<ol style="list-style-type: none"> 1. Through lectures and audio-visual materials, students are expected to understand the basic concepts of social research. 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. 3. Through demonstration of SPSS, students are expected to master how to conduct elementary statistical analyses in SPSS. 																																						
Assessment Methods in Alignment with Intended Learning Outcomes <i>(Note 4)</i>	<table border="1" data-bbox="480 853 1506 1279"> <thead> <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> </thead> <tbody> <tr> <td>1. Seminar presentation</td> <td>50 %</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Quiz</td> <td>50 %</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> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> 1. Quiz is an objective method to assess students' grasp of the basic concepts of social research. 2. Students' grasp and application of the basic concepts of research can be adequately assessed through their presentation on worksheets in seminars. 3. The grade is calculated according to the percentage assigned; 4. The completion and submission of all component assignments are required for passing the subject; and 5. Student must pass the specific component(s) (standard of passing) if he/she is to pass the subject. 	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		1. Seminar presentation	50 %	✓	✓	✓	✓	✓		2. Quiz	50 %	✓	✓	✓	✓	✓		Total	100 %						
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	<ul style="list-style-type: none"> ▪ Private study 	50 Hrs.
	<ul style="list-style-type: none"> ▪ Seminar presentation preparation 	20 Hrs.
	Total student study effort	109 Hrs.
Reading List and References	<p><u>Essential</u></p> <p>Babbie, E. (2016). <i>The practice of social research</i> (14th ed.). Belmont, CA: Wadsworth/Thomas Learning.</p> <p><u>Supplementary</u></p> <p>Bryman, A. (2011). <i>Quantitative data analysis with IBM SPSS 17, 18 and 19 : A guide for social scientists</i>. London : Routledge.</p> <p>Edwards, J.E., Scott, J.C., & Raja, N.S. (2003). <i>The human resources program-evaluation handbook</i>. Thousand Oaks, CA: Sage Publications.</p> <p>Glesne, C. (2011). <i>Becoming qualitative researchers: An introduction</i> (4th ed.). Boston; Hong Kong: Pearson/Allyn & Bacon.</p> <p>McNabb, D.E. (2008). <i>Research methods in public administration and nonprofit management</i> (2nd ed.) Armonk, N.Y.: M.E. Sharpe.</p> <p>Merriam, S.B. & Associates. (2002). <i>Qualitative research in practice: Examples for discussion and analysis</i>. San Francisco, Calif: Jossey-Bass.</p> <p>Moore, D. S., & Notz, W. I. (2014). <i>Statistics: Concepts and controversies</i> (8th ed.). New York: W.H. Freeman.</p> <p>Neuman, W.L. & Kreuger, L.W. (2003). <i>Social work research methods: Qualitative and quantitative applications</i>. Boston: Pearson Education Inc.</p> <p>Norusis, M.J. (2008). <i>SPSS 17.0 guide to data analysis</i>. Upper Saddle River, N.J.: Prentice Hall.</p> <p>Tabachnick, B.G., & Fidell, L.S. (2013). <i>Using multivariate statistics</i> (6th ed.). Boston: Pearson/ Allyn & Bacon.</p> <p>邱皓政（2006）。<i>量化研究與統計分析：SPSS 中文視窗版資料分析範例解析</i>（第三版）。台北市：五南圖書。</p> <p>葉乃嘉（2008）。<i>研究方法的第一本書：從知識管理進入研究工作的遊戲規則</i>（第二版）。台北市：五南圖書。</p>	

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.