COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: BA Digital Communication and Social Media; BA American Studies, BA Communications: Advertising and PR, BA Communications: Media Studies,

FHEQ Level: 5

Course Title: Social Research

Course Code: SCL 5200

Course Leader: Susen Pell

Student Engagement Hours: 120
Lectures: 22.5
Seminar / Tutorials: 22.5
Independent / Guided Learning: 75

Semester: Fall and Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description: Familiarizes students with the key elements of social research: the formulation of research questions, the structure of research projects, the most common types of social research methodologies, the use of new technologies in social research, and analysis of qualitative and quantitative data.

Prerequisites: ARW 4195 or GEP 4180

Aims and Objectives:
• key techniques of social research:
• the formulation of research questions, the structure of research projects,
• the most common forms of social research methods
• the use of new technologies in social research
• the analysis of quantitative and qualitative data.

By the end of the course students should be able to formulate research questions, reviewappropriate literature from specialist journals, develop research designs indicating appropriate social research methodologies and understand how to apply new technology for information retrieval and data analysis. Students should also be able to indicate appropriate forms of analysis for specific forms of data. Students will be required to undertake a collaborative research project which will develop and evaluate these skills.

Programme Outcomes:

A5(ii); A5(iii); B5(i);B5(iii);C5(i);C5(ii);C5(iii)D5(i);D5(ii);D5(iii).

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:

- Demonstrate a detailed understanding of key concepts of social research
- Demonstrate a detailed understanding of and critical engagement with key theoretical issues, debates and paradigms in social research
- Demonstrate a detailed understanding of quantitative and qualitative research methods, and issues of research design
- Demonstrate well-developed teamwork and presentation skills, including the capacity to adapt work to changing contexts, audiences and levels of complexity
- Demonstrate the ability to use information communication technology (ICT) in the research process
- Complete assigned work with a degree of clarity, technical competence and critical thinking, and a degree of independence and capacity for self-evaluation, appropriate for a 5000-level course
- Demonstrate the ability to use digital and social media research and analysis methods in the research process.

Indicative Content:
- Approaches to social research
- Working in groups, project planning, decision making
- Research design, literature reviews and theoretical frameworks
- Finding and assessing others' research
- Research ethics
- Quantitative methods and analysis (ie SPSS, sampling, codes and scales, data analysis & interpretation)
- Qualitative methods and analysis (ie questionnaire design, interviewing

techniques, focus groups, archival research)
- Presentation techniques
- Digital ethnographies / Digital Sociology

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:
This is an active learning course that combines short lectures and class discussions with cooperative team work and individual assessment. The lectures and discussions introduce the main points of each method of analysis and discuss weekly readings. The group work aims to illustrate how different methods can illuminate a research question. All students are expected to be fully prepared to participate in informal discussions, in class research projects and group presentations.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Bell, Judith, *Doing your Research Project: A Guide for First-time Researchers in Education, Health and Social Science* 5th Edition (2010, Maidenhead: Open
University Press).

May, Tim, Social Research: Issues, Methods and processes 3rd edition (2008, Buckingham: Open University Press)

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Major	Assessment Norms changed from Standard to Writing Intensive	LTPC 27/9/13	
Major	Pre-req change to ARW 4195	LTPC 30/5/14	