



Module Title: Introduction to Social Research 1

Module Code: **SOU22011**

Module Name: Introduction to Social Research 1

- **ECTS Weighting:** 5
- **Semester/Term Taught:** Michaelmas Term
- **Contact Hours:** 22
- **Module Personnel:** Professor Daniel Faas

Module Learning Aims and Outcomes:

- Familiarise you with the methodological and epistemological debates concerning qualitative research;
- Understand the nature of the paradigm divide between quantitative and qualitative social research;
- Compare and contrast different qualitative research methods including focus groups, semi-structured interviews, documentary sources and observations;
- Design and conduct a semi-structured interview and reflect on the research experience;
- Read and critically discuss work by qualitative researchers, especially focusing on the lessons they learned and the challenges they faced.

Module Content:

The second-year methodology modules Introduction to Social Research 1 and 2 are designed to introduce students to the world of social research. They are mandatory for all students who intend to carry out their capstone project in Sociology. Introduction to Social Research 1 (SOU22011) introduces students to the fundamentals of qualitative social research methodology. This module begins with an introduction into the nature of qualitative research and revisits the paradigm divide with a view of discussing mixed-method approaches. We shall then focus in more detail on case study designs and methods including different kinds of case studies. This will be compared and contrasted with ethno-graphic approaches and implementations. We then examine different research methods such as observations, documentary sources, semi-structured interviews and focus groups, and also discuss the idea of triangulation. Subsequently, we turn our attention to data analysis techniques including discourse, content and conversation analysis. In this context, we shall clarify issues of transcribing and reflexivity and briefly discuss ethical issues. This module is interactive and gives you some hands-on experience in designing and conducting an interview as part of the assessment.



Recommended Reading List:

The main textbook for this module is:

Bryman, A. (2016) Social Research Methods, Oxford: Oxford University Press (5th edition).

The following are useful, more specialist guide to qualitative research:

Angrosino, M. (2007) Doing Ethnographic and Observational Research, London: Sage. Sapsford, R. and Jupp, V. (eds.) (2006) Data Collection and Analysis, London: Sage.

Kvale, S. (2007) Doing Interviews, London: Sage.

Silverman, D. (2004) Doing Qualitative Research, London: Sage.

Yin, R.K. (2009) Case Study Research, London: Sage.

At various points during term, I will also assign journal articles and/or book chapters for you to read in advance of the class.

Module Pre-Requisite:

Module Co-Requisite:

SOU22012

Assessment Details:

- 30% Tutorial group presentation
- 70% Semi-structured interview project

Module Website: