

SOU22011 — Introduction to Social Research 1

Module Information	
Module Code	SOU22011
Module Title	Introduction to Social Research 1
Department	Sociology
Year Group	Senior Fresh
Module Personnel	Joonghyun Kwak
Academic Year	2026–27
Credit Weighting	5 credits
Semester	Semester 1
Contact Hours	2 lectures and 1 tutorial per week

Module Content	
Module Description	In this introductory module, we will learn what quantitative research is about, why it is essential for the scientific progress of our discipline, what are its core elements are, and how we can gather, interpret, and elaborate on evidence in quantitative research. Therefore, an overarching goal of the module is to familiarise students with the different elements and methods employed in the quantitative research process starting from formulating research questions and hypotheses, identifying and crafting a research design, sampling, principles of measurement, methods of data collection in particularly the survey method, the nature of quantitative data and basic tools of analysis. Moreover, students will learn to read and discuss work by quantitative researchers, especially focusing on the lessons they learned and the challenges they faced. The final goal is to help students understand how to move from project design to project implementation, to data analysis and reporting in quantitative research. Students will deepen their knowledge by attending practical tutorial sessions that are accompanying the weekly lectures.
Module Learning Aims	
Learning Outcomes	This module is designed to introduce students to the principles and methods of quantitative research that, by

Module Content	
	adopting the scientific method, is concerned with acquiring and testing knowledge about the social through the collection and statistical analysis of measurement data. Good knowledge and training in quantitative research represent a cornerstone of an excellent training in sociology.
Indicative Reading / Resources	

Assessment	
Assessment Components	Exam 70%, Presentation 30%
Assessment Details	In-person Exam. Failure to attend at least half of the tutorials will automatically result in a 10% deduction (one full grade) from the overall module grade.

Additional Information	
Prerequisites	None
Co-requisites	None
Any other information	