

| Module Details |                                                          |
|----------------|----------------------------------------------------------|
| Module Title   | Social Research Methods in Context: City, Spaces, People |
| Module Code    | SAC5022-B                                                |
| Academic Year  | 2022/3                                                   |
| Credits        | 20                                                       |
| School         | School of Social Sciences                                |
| FHEQ Level     | FHEQ Level 5                                             |

| Contact Hours                  |       |
|--------------------------------|-------|
| Type                           | Hours |
| Lectures                       | 12    |
| Practical Classes or Workshops | 12    |
| Directed Study                 | 176   |

| Availability |                                     |
|--------------|-------------------------------------|
| Occurrence   | Location / Period                   |
| BDA          | University of Bradford / Semester 1 |

| Module Aims                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <ol style="list-style-type: none"> <li>1. To provide knowledge and understanding of social science qualitative and quantitative research methodologies and skill in their systematic application in a range of contexts.</li> <li>2. To cultivate students' analytical skills and the ability to break information into parts and explore social relationships.</li> <li>3. To enable students to systematically gather, organize, categorize, differentiate, compare and contrast datasets, information and case studies.</li> <li>4. To introduce key principles of research strategy and enable students to advance researchable questions about social issues and problems.</li> <li>5. To enable students to draw conclusions, correlations and explanations of the social world based upon social research and its practice.</li> <li>6. To provide an understanding of the role and usefulness of social science research evidence in social, public and civic policy.</li> <li>7. To provide opportunities for the transfer and contextualization of research processes and analytical techniques in ordinary and mundane everyday experiences.</li> </ol> |

## Outline Syllabus

The module will outline processes of designing and conducting quantitative and qualitative social research using key frameworks. You will be introduced to:

- the notions of epistemology and ontology
- research questions and research methods (quantitative and qualitative)
- methodological frameworks, research design and processes
- data collection & analysis (primary and secondary)
- ethics and dissemination of research findings
- datasets for your subject discipline and their applications
- documentary sources, digital and creative research methods

## Learning Outcomes

| Outcome Number | Description                                                                                                                                                                          |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LO1            | Apply understanding of different epistemological positions and their relevance to social research.                                                                                   |
| LO2            | Design social research based upon reflexive exploration of philosophical principles of social research.                                                                              |
| LO3            | Use research strategy and social science research methodologies to design research that answers questions about timely social issues and problems.                                   |
| LO4            | Distinguish between qualitative and quantitative research methodologies and learn to choose methods and research techniques to study particular experiences in the social world.     |
| LO5            | Develop researchable questions to investigate social issues and problems and learn to distinguish between inductive and deductive research.                                          |
| LO6            | Select sources, gather data and analyze information by classifying, categorizing, differentiating, and drawing relationships between instances, data and evidence.                   |
| LO7            | Apply social science research methodologies to draw conclusions on practical issues and problems and communicate information that demonstrates academic understanding of the social. |
| LO8            | Consider the usefulness and ethical implications of social research throughout the research process and during write-up and dissemination.                                           |

## Learning, Teaching and Assessment Strategy

The principles and applications of qualitative and quantitative research methodologies (interviews, observations and ethnographic research, surveys, documentary analysis) will be taught in interactive lectures.

Existing sources and secondary data-sets will be analyzed in student-led workshops using thematic, visual, discourse and statistical analysis. This will support students' group work and presentation.

During practical sessions you will be designing research and analyzing data in preparation for your individual research design coursework.

## Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

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