

## SOCIAL RESEARCH METHODOLOGY THEMES

*For each theme, students should demonstrate their knowledge of methodology and their ability to think critically. A satisfactory answer should: (a) define and distinguish the main concepts, (b) compare alternatives and state when each is appropriate, (c) apply the concepts to a short research problem, (d) identify threats to validity, data quality, feasibility, or ethics, and (e) justify proposed decisions rather than merely listing terminology.*

- 1. Explain the logic and main phases of social research, and demonstrate how a broad topic is transformed into an empirically answerable problem, research objective, research question, and, when applicable, hypotheses.**
- 2. Define research design as a strategy for answering a research question. Distinguish it from individual methods and compare the main types of designs.**
- 3. Explain the main ethical principles that govern social research. Apply these principles throughout the research lifecycle, from recruitment and data collection to analysis, storage, sharing, and publication.**
- 4. Explain how abstract social science constructs are translated into observable indicators and variables.**
- 5. Explain the sampling process and compare the main approaches, including the conditions under which inferences from a sample to a population are warranted.**
- 6. Compare the main modes of standardized quantitative data collection.**
- 7. Compare qualitative and unobtrusive methods, and explain how these methods can generate evidence about meanings, experiences, interactions, practices, documents, and traces that standardized surveys may not capture.**
- 8. Explain the main forms of observation and propose an observation design that produces interpretable, transparent, and ethically defensible data.**
- 9. Explain the purposes, advantages, and limitations of secondary data analysis, then assess whether an existing data source is suitable for a new research question.**
- 10. Describe the process of creating and evaluating a questionnaire, interview guide, observation schedule, or coding instrument. Diagnose common sources of error induced by instruments.**

---

### Literature:

Babbie, E. R. (2020). *The practice of social research* (15th ed.). Cengage.

Birmingham, P., & Wilkinson, D. (2003). *Using research instruments: A guide for researchers*. Routledge.

Callegaro, M., Lozar Manfreda, K., & Vehovar, V. (2015). *Web survey methodology*. SAGE Publications.

Creswell, J. W., & Plano Clark, V. L. (2018). *Designing and conducting mixed methods research* (3rd ed.). SAGE Publications.

Gliner, J. A., Morgan, G. A., & Leech, N. L. (2009). *Research methods in applied settings: An integrated approach to design and analysis* (2nd ed.). Routledge.

Matthews, B., & Ross, L. (2010). *Research methods: A practical guide for the social sciences*. Pearson Longman.

Neuman, W. L. (2003). *Social research methods: Qualitative and quantitative approaches* (5th ed.). Allyn and Bacon.

Somekh, B., & Lewin, C. (Eds.). (2005). *Research methods in the social sciences*. SAGE Publications.