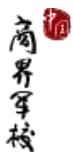




PHBS

北京大学汇丰商学院



Course Code: Social Research Methods Module 1, 2024-2025

Course Information

Instructor:

Office: PHBS Building, Room 645

Phone: 86-755-2603-2704

Email: yewm@phbs.pku.edu.cn

Office Hour: Tue. & Fri. 15:30-17:20

Please make an appointment for office hour at least 24 hours in advance via email at yewm@phbs.pku.edu.cn.

Teaching Assistant: Yulu Jiang

Phone: 18057502562

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Classes:

Lectures: Tue. & Fri.; 8:30-10:20

Venue: PHBS Building, Room 415

Course Website:

If any.

1. Course Description

1.1 Context

Course overview:

Welcome to Social Research Methods. Social research methods are the basis for understanding and engaging in social science research. The key of social research is to make sure that it could be conducted under the guidance of scientific methodology to obtain the data and further solve the research problems. The wide application of Internet has promoted and challenged the traditional research methods. It is very necessary to know the advantages and disadvantages of the Internet and to use the relevant data on the Internet correctly.

This course will systematically introduce the process, methods, and possible problems of social science research from three aspects: methodology (research questions and hypotheses), data collection, and data analysis.

Through the course, students could learn the way of thinking for social research, understand the basic concepts and methods, and further choose appropriate methods for different research, improve the ability to analyze and solve problems.

This course helps students to understand the methodology of social research by attending the course, completing assignments, and reading the literature listed below. The concepts involved in this course mainly include:

induction

deduction

survey

interview

content analysis

netnography

research object

population

sampling

sampling frame

conceptualization

operationalization

Prerequisites: None.

1.2 Textbooks and Reading Materials

Babbie, E. R. (2015). The practice of social research. Nelson Education.

Kozinets, R. V. (2010). Netnography: Doing ethnographic research online. Sage publications.

Denzin, N. K., & Lincoln, Y. S. (2008). Collecting and interpreting qualitative materials (Vol. 3). Sage.

Geertz, C. (1973). The interpretation of cultures (Vol. 5019). Basic books.

Whyte, W. F. (1947). Street Corner Society. University of Chicago Press.

周翔：传播学内容分析研究与应用。重庆大学出版社，2014年。

Matthew Lombard, Jennifer Snyder-Duch, Cheryl Campanella Bracken. (2010). Practical Resources for Assessing and Reporting Inter-coder Reliability in Content Analysis Research Projects. <http://matthewlombard.com/reliability/>

李连江：《戏说统计》。中国政法大学出版社，2017年。

罗纳德·约克奇：《SPSS 其实很简单》。中国人民大学出版社，2010 年。

马场真哉：《用Python动手学统计学》。人民邮电出版社，2021年。

宋世祥：《厚数据的创新课》。果力文化，2020年。

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	YES. learning research methods by doing social research
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	YES. scientific circle, deduction and induction
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	YES. Final paper by group work
	2.2. Students will be able to apply leadership theories and related skills.	NO.
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	YES. This course helps students perform user analysis.
	3.2. Our students will practice ethics in the duration of the program.	YES. Students will follow research ethics.
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	YES. Students might publish their final project in news media.
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	YES. Students will learn theories such as diffusion of innovation, the digital divide, and so on.
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	YES. The course will teach research methods facing Internet environment.
	5.3. Our students will demonstrate competency in critical thinking.	YES. Collecting data, cleaning data, analyzing data with critical thinking.

2.2 Course specific objectives

In this course, students should learn how to systematically collect data from social world, how to analyze data and interpret the social facts and media phenomena from the social research perspective.

2.3 Assessment/Grading Details

(1) Literature Reading:

Each lecture will be accompanied by reading materials. Students should read them in advance and participate in class discussion according to the content. Final oral discussion is worth 20% of the final grade.

(2) Individual assignments:

There will be 6 assignments throughout the course and each student must choose 3 of them to complete. The assignments are related to the course content. Students are required to submit the assignments to TA on time, and no points will be counted for the late submission. The professor will review the assignment in the next class. The sum of both assignments is worth 30% of the final grade. Students may choose to submit at least 3 individual assignments, and the three best will be counted in the final grade.

(3) Group Project:

Choosing from the methods introduced in this course, each group will design and complete a research plan and data collection for the final project. The grade will be worth 50% of the final grade.

Assessment/Grading Details:

Subject	Percent of Grade
Final oral exam (individual)	20%
Assignments (3)	30%
Group project: Research design (1)	50%

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Sept. 2	Lecture 1: Why Do We Do Social Research
Reading	The Practice of Social Research: Chapter 1, Chapter 3
Knowledge	Social science, theory/religion, macro/micro, voluntary participate, the informed consent letter
Sept. 5	Lecture 2: Fundamentals of Social Research Methods

Reading	The Practice of Social Research: Chapter 2, Chapter 4
Knowledge	Science circle, induction, deduction, exploration, description, explanation, correlation, cause and effect, analysis unit, section research, diachronic research, analysis unit
Sept. 9	Lecture 3: Conceptualization, Operationalization, and Measurement
Reading	The Practice of Social Research: Chapter 5-6
Knowledge	Conceptualization, manipulation, observation, analysis, data analysis, measurement, indicators, dimensions, reliability, validity, construction, testing, scale
Sept. 12	Lecture 4: Field Research
Reading	The Practice of Social Research: Chapter 10; Street Corner Society, appendix
Knowledge	Observers, Participatory Observation, Non-Participatory Observation, Participatory Action, Observation Records, Naturalism, Ordinary People Methodology, Grassroots Theory, Institutional Ethnography
Assignment	Assignment 1: Design a Field Observation Record Form (Due: Sept. 14, 22:00)
Sept. 16	Lecture 5: In-depth interview
Reading	Collecting and interpreting qualitative materials: Chapter 24; The interpretation of cultures: Chapter 15
Knowledge	Structured interview, group interview, unstructured interview, oral history, creative interview, gender interview, expression and interpretation of interview, electronic interview
Assignment	Assignment 2: Depth-interview outline (Due: Sept. 18, 00:00)
Sept. 19	Lecture 6: Netnography
Reading	Netnography: Doing ethnographic research online; Chapter 3, Chapter 4, Chapter 7
Knowledge	Online focus groups, online interviews, online logs, online surveys, online analysis, online ethnography, online community research, community online research, communication, induction and interpretation of computer intermediaries
Sept. 23	Lecture 7: Qualitative Data Analysis (1)
Reading	The Practice of Social Research: Chapter 13; Collecting and interpreting qualitative materials: Chapter 29
Knowledge	Variable-oriented analysis, case-oriented analysis, cross-case analysis, grassroots theoretical method, continuous comparison method, semiotics, conversation analysis, coding, memo, concept map, principal component analysis, classification, structural analysis, cognitive map, theme finding, schema analysis, presentation of concepts and models, ethnographic decision-making model
Sept. 26	Lecture 8: Qualitative Data Analysis (2)
Reading	Nvivo tutorial
Knowledge	Coding, memoing, queries, visuals
Sept.30	Lecture 9: The Logic of Sampling
Reading	The Practice of Social Research: Chapter 7

Knowledge	Non-probability sampling, target sampling, snowball sampling, quota sampling, probability sampling, sampling error, representativeness, random sampling, sampling distribution, population, sampling frame, simple random sampling, system sampling, stratified sampling, multistage cluster sampling, probability proportional sampling, weighting
Oct. 10	Lecture 10: Survey Research
Reading	The Practice of Social Research: Chapter 9
Knowledge	Question form and sequence, questionnaire, correlation question, matrix question, questionnaire description, pre-survey, self-filling questionnaire, mailing questionnaire, monitoring questionnaire, supplementary questionnaire, visitor, telephone interview
Assignment	Assignment 3: Design a Survey Questionnaire (Due: Oct. 12, 22:00)
Oct. 14	Lecture 11: Experiment Methods
Reading	The Practice of Social Research: Chapter 8
Knowledge	Pre-testing and post-testing, experimental and control group, the double-blind experiment, matching or randomization, natural experiment
Assignment	Assignment 4: Design an Experiment (Due: Oct. 15, 22:00)
Oct. 17	Lecture 12: Content Analysis
Reading	传播学内容分析研究与应用: Chapter 5-6; Practical Resources for Assessing and Reporting Inter-coder Reliability in Content Analysis Research Projects
Knowledge	Cross reliability, coding table
Assignment	Assignment 5: Design a content analysis coding table (Due: Oct. 19, 22:00)
Oct. 21	Lecture 13: Evaluation Research
Reading	The Practice of Social Research: Chapter 15
Knowledge	Test variables, zero-order relations, double evidence, identification, clarification, additional variables, intermediate variables, leading variables, inhibiting variables, misinterpreted variables, single conditions, degree conditions, offset conditions, post-event assumptions
Oct. 24	Lecture 14: Quantitative Data Analysis (1)
Reading	The Practice of Social Research: Chapter 14; Python, Chapter 1-3
Knowledge	Univariate analysis, frequency analysis, average, mode, median, discrete trend, standard deviation, continuous variable, bivariate analysis, contingency table, multivariate analysis
Oct. 28	Lecture 15: Quantitative Data Analysis (2)
Reading	Python, Chapter 4-5
Knowledge	Inference statistics, original hypothesis, opposition hypothesis, single sample t test, independent sample t test, dependent sample t test, inter-group variance analysis, intra-group variance analysis, inter-group intra-group variance analysis, correlation coefficient, simple linear regression, chi-square test
Oct.31	Lecture 16: Quantitative Data Analysis (3)
Reading	Python, Chapter 6

Knowledge	Regression, ANOVA
Assignment	Assignment 6: Quantitative Data Analysis (Due: Nov. 2, 22:00)
Nov. 4	Lecture 17: Final Project Presentation I
Nov. 7	Lecture 18: Final Project Presentation II

4. Miscellaneous

Understanding social facts, taking social responsibility.