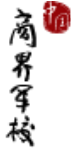




**PHBS**  
北京大学汇丰商学院



**Course Code: 4747332**  
**Social Research Methods**  
**Module 2, 2020-2021**

**Course Information**

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**Instructor:**

Office: PHBS Building, Room 645  
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Office Hour: Tue & Fri 10:30-12:20

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**Classes:**

Lectures: Tue & Fri 10:30-12:20  
Venue: PHBS Building, Room 415

**Course Website:**

If any.

**1. Course Description**

**1.1 Context**

Course overview:

Welcome to take Social Research Methods. Social research methods are the basis for understanding and engaging in social science research. The key of the 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 the Internet has promoted and challenged the traditional research methods. It is very necessary to know the advantages and disadvantages of the Internet and to correctly use the relevant data of the Internet.

This course will systematically introduce the process, methods and possible problems of social science research from three aspects: theory (research questions and hypothesis), 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 to choose appropriate methods for different research, improve the ability to analyze and solve problems.

This course helps students to understand the social research methodology, through engaging the course, completing assignments and reading the literatures given 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: New Media & Society

## 1.2 Textbooks and Reading Materials

1. Babbie, E. R. (2015). The practice of social research. Nelson Education.
2. Kozinets, R. V. (2010). Netnography: Doing ethnographic research online. Sage publications.
3. Denzin, N. K., & Lincoln, Y. S. (2008). Collecting and interpreting qualitative materials (Vol. 3). Sage.
4. Geertz, C. (1973). The interpretation of cultures (Vol. 5019). Basic books.
5. Yockey, R. D. (2007). SPSS demystified: A step-by-step guide to successful data analysis. Prentice Hall Press.
6. Whyte, W. F. (1947). Street Corner Society. University of Chicago Press.
7. 周翔：传播学内容分析研究与应用。重庆大学出版社，2014 年。
8. 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/>
9. 李连江：《戏说统计》。中国政法大学出版社，2017 年。
10. 罗纳德 约克奇：《SPSS 其实很简单》。中国人民大学出版社，2010 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. 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.
	3.2. Our students will practice ethics in the duration of the program.	YES. research ethics
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	YES. publish 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. social research methods
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	YES. research methods facing Internet environment
	5.3. Our students will demonstrate competency in critical thinking.	YES. collecting data, cleaning data, analyzing data

### 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 is accompanied by reading materials. Students should read them in advance and participate in class discussion according to the contents.

#### (2) Group study:

The students will be divided into 15 groups (2 students in one group). Each group needs to take one topic to do a 4-page summary, based on the reading materials. Students are required to outline the key points of related method. Each group should submit this summary 24 hours before each lesson. It accounts for 15% of the final grade.

#### (3) Assignment:

5 assignments will be arranged through the course and each student need to choose 3 of them to complete. The assignments are related to the course content. Students are required to submit assignment to TA on time, and no points will be counted for the late submission. Professor will review the assignment in the next class. The sum of the three assignments accounts for 30% of the final grade.

#### (4) Group project:

Please choose from methods introduced in this course, each group designs and finishes research plan and data collection from final project in "New Media & Society". The score accounts for 55% of the final grade.

#### Assessment/Grading Details:

Subject	Percent of Grade
Group study (4 pages)	15%
Assignment (3)	30%
Group project (1)	55%

### 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.

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

### 3. Topics, Teaching and Assessment Schedule

Nov. 20	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
<b>Nov. 24</b>	<b>Lecture 2: Fundamentals of Social Research Methods</b>
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
<b>Nov. 27</b>	<b>Lecture 3: Conceptualization, Operationalization, and Measurement</b>
Reading	The Practice of Social Research: Chapter 5-6
Knowledge	Conceptualization, manipulation, observation, analysis, data analysis, measurement, indicators, dimensions, reliability, validity, construction, testing, scale
<b>Dec. 1</b>	<b>Lecture 4: The Logic of Sampling</b>
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
<b>Dec. 4</b>	<b>Lecture 5: Survey Research</b>
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	<b>Assignment 1: Survey Questionnaire (Due: Dec. 7, 14:00 p.m.)</b>
<b>Dec. 8</b>	<b>Lecture 6: Experiment Methods</b>
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
<b>Dec. 11</b>	<b>Lecture 7: Content Analysis</b>
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	<b>Assignment 2: Content analysis coding table (Due: Dec. 14, 14:00 p.m.)</b>
<b>Dec. 15</b>	<b>Lecture 8: Evaluation Research</b>
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

<b>Dec. 18</b>	<b>Lecture 9: Quantitative Data Analysis (1)</b>
Reading	The Practice of Social Research: Chapter 14; SPSS demystified: Chapter 1-4
Knowledge	Univariate analysis, frequency analysis, average, mode, median, discrete trend, standard deviation, continuous variable, bivariate analysis, contingency table, multivariate analysis
<b>Dec. 22</b>	<b>Lecture 10: Quantitative Data Analysis (2)</b>
Reading	SPSS demystified: Chapter 5-15
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
Assignment	<b>Assignment 3: Quantitative Data Analysis (Due: Dec. 24, 14:00 p.m.)</b>
<b>Dec. 25</b>	<b>Lecture 11: Field Research</b>
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	<b>Assignment 4: Field Observation Record Form (Due: Dec. 28, 14:00 p.m.)</b>
<b>Dec. 29</b>	<b>Lecture 12: In-depth interview</b>
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	<b>Assignment 5: Depth-interview outline (Due: Jan. 4, 14:00 p.m.)</b>
<b>Jan. 5</b>	<b>Lecture 13: Netethnography</b>
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
<b>Jan. 6</b>	<b>Lecture 14: Qualitative Data Analysis (1)</b>
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
<b>Jan. 8</b>	<b>Lecture 15: Qualitative Data Analysis (2)</b>
Reading	Nvivo tutorial

Knowledge	Coding, memoing, queries, visuals
<b>Jan. 12</b>	<b>Lecture 16: Report Writing</b>
Reading	The Practice of Social Research: Chapter 17
<b>Jan. 15</b>	<b>Lecture 17: Final Project Presentation</b>
<b>Jan. 19</b>	<b>Lecture 18: Conclusion and Discussion</b>

#### 4. Miscellaneous

**Social facts, social responsibility.**