SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

COURSE	**:**	**GRM 2000: INTRODUCTION TO RESEARCH METHODS**
CREDIT	**:**	**3**

COURSE DESCRIPTION

This course introduces students to basic concepts and principles of social research. It teaches them the meaning, purpose and characteristics of social research; the major ethical issues governing social research; the research process, including the identification of a research problem, literature search and review, study population and sample selection, and the methods of data collection. Those who complete the course should be able to explain the basic concepts of research; demonstrate familiarity with ethics governing research; differentiate a study population from a sample; demonstrated knowledge of varied techniques of sample selection; distinguish between qualitative and quantitative research methods; and exhibit knowledge of the various methods of data collection.

COURSE LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

1. Explain the basic concepts and principles of social research.

2. Evaluate the major ethical issues governing social research.

3. Distinguish the various sources of data.

4. Distinguish quantitative and qualitative research methods

5. Choose appropriate data collection tools for various research designs.

6. Apply appropriate sample selection techniques for a variety of research designs.

LINK TO UNIVERSITY MISSION OUTCOMES & TO PROGRAM LEARNING OUTCOMES

CLO	Alignment to University mission outcomes						Alignment to Program mission Learning outcomes (PLOs)					
	1. Higher order thinking	2. Global understanding and multicultural perspective	3. Community service	4. Literacy	5. Preparedness for career	6. Leadership and ethics	1.Gather, interpret and evaluate information through the skills of inquiry to formulate valid conclusions.	2.Use qualitative and quantitative methods to collect, analyze and evaluate data in problem solving.	3.Communicate effectively in both speech and writing.	4.Demonstrate mastery of their field of knowledge within a multicultural and global context.	5.Demonstrate commitment to social and environmental issues.	6.Articulate and uphold civic and ethical values in their social and professional engagements.
1. Explain the basic concepts and principles of social research.	✓			✓					✓	✓		
2. Evaluate the major ethical issues governing social research.	✓	✓		✓	✓	✓	✓		✓			✓
3. Distinguish the various sources of data.	✓			✓				✓	✓	✓		
4. Distinguish quantitative and qualitative research methods.	✓			✓				✓				
5. Choose appropriate data collection tools for various research designs.	✓			✓			✓	✓	✓	✓		✓
6. Apply appropriate sample selection techniques for a variety of research designs	✓		✓	✓			✓	✓				✓

CONTENT & CLASS SCHEDULE

WEEK	TOPIC/SUBTOPIC	Lecture reading assignments
Week 1:	Introduction to the course Foundations of Research Methods • What is Research? • Applications of research • Types of research	**Reading:** Trochim. Donnelly & Arora (2014), pp. 4-10 **Follow Up Activities:** Differentiate the two major paradigms of Research

Week 2:	• Research Vocabulary
	• Basic Concepts in Research
	  ✓ Hypotheses
	  ✓ Concepts and Variables
	  ✓ Types of Data – Qualitative vs Quantitative data
	  ✓ Unit of Analysis
	  ✓ Deduction and Induction
	• Conceptualizing Research
	  ✓ Sources of Research Topics - The Literature Review (how to identify a suitable topic)
		Reading:
		Trochim. Donnelly & Arora (2014), pp. 10-26
		
		Follow Up Activities:
		Define the following terms: Variable, concept, hypothesis
		
		Come up with a possible research topic in your respective area of study

Week 3:	Steps in conducting a Literature review
	Library Research
	    Accessing resources
	    Search for resource materials
	• Citations in Research
		Library Resource Person
		
		Follow up Activity:
		You should be able to identify a suitable book in the library and know how to cite it.

Week 4:	Research Design • Selecting a Research Design • Types of Designs: Qualitative versus Quantitative Designs	**Reading:** Trochim. Donnelly & Arora (2014), pp. 56-62 **Follow Up Activities:** Choose an appropriate research design and show how it fits in your study

Week 5:	• Qualitative Approaches to Research
	  ✓ Foundations of Qualitative Research
	  ✓ Types of Qualitative data:
	    ▪ Case Study
	    ▪ Ethnography
	    ▪ Phenomenology
	    ▪ Field Research/narrative
	    ▪ Grounded Theory
		Reading:
		Trochim. Donnelly & Arora (2014), pp. 56-62
		
		Follow Up Activities:
		Watch the video and identify the possible types of qualitative data used

Week 6	Quantitative Approaches to Research • Experimental research designs • Survey Research design	**Reading:** Trochim. Donnelly & Arora (2014), pp. 70, 172-181, 221-224,230-234

	✓ Foundations of Survey Research Mixed Methods Approach Study Population and Study Sample	**Follow Up Activities:** Attempt review questions, pp 74-75
Week 7	**MID -TERM EXAMS**	

Week 8	The concept of Sampling
	Sampling terminologies
	Types of Sampling
	Sampling Methods
	• Nonprobability Sampling Methods
	  ✓ Accidental, Haphazard, or Convenience Sampling;
	  ✓ Purposive Sampling;
	  ✓ Quota Sampling;
	  ✓ Snowball Sampling.
		Reading:
		Trochim. Donnelly & Arora (2014), pp. 80-92, 176-179
		
		Follow Up Activities:
		Share information learnt from further reading

Week 9	• Probability Sampling Methods
	  ✓ Sampling Frame
	  ✓ Simple Random Sampling;
	  ✓ Stratified Random Sampling;
	  ✓ Systematic Random Sampling;
	  ✓ Cluster (Area) Random Sampling;
	
	How Big Should the Sample Be?
		Reading:
		Trochim, Donnelly & Arora (2014), pp. 92-105
		
		Follow Up Activities:
		Attempt review questions, pp. 106-107

Week 10	Methods of Data Collection
	• Qualitative Data Collection Techniques
	  ✓ Participant Observation
	  ✓ Direct Observation
	  ✓ Unstructured Interviewing
	  ✓ Focus Group Discussions
	  ✓ Document analysis
	  ✓ Content Analysis
	  ✓ Life Histories
		Reading:
		Trochim, Donnelly & Arora (2014), pp**. 63-67**
		
		Follow Up Activities:
		Share information learnt from further reading

Week 11	• Quantitative Methods of Data Collection
	  ✓ The Survey Method
	    - Self-administered Survey
	    - Interview Surveys
	    - Telephone Surveys
	    - Internet Survey
		Reading:
		Trochim. Donnelly & Arora (2014), pp. **172-175**
		
		Follow Up Activities:
		Share information learnt from further reading

Week 12	Ethics in Research • Foundations of Ethics in Research • Institutional Review Boards /NACOSTI Ethics in Clinical Research: • Patient Protection versus Access • Ethics in Research with Animals Ethics in the Production and Publication of Scholarly Work	**Reading:** Trochim. Donnelly & Arora (2014), pp. 34-46 **Reading:** Trochim. Donnelly & Arora (2014), pp. 47-50 **Follow Up Activities:**

		Class discussion on ethical principles in social research

Week 13	The Structure of Research Report/ Components of a Research Study
	• Preliminary Pages
	  ✓ Title Page
	  ✓ Declaration
	  ✓ Abstract
	  ✓ Acknowledgement
	  ✓ Table of Contents
	• Body of Report
	  ✓ Introduction
	  ✓ Literature Review
	  ✓ Methodology
	  ✓ Findings/Results
	  ✓ Discussion, Conclusions and Recommendations
	• Reference List
	• Appendices
		Reading:
		Trochim. Donnelly & Arora (2014), pp. 328-334,
		
		Follow Up Activities:
		Identify the components of a research report in a sample research paper

Week 14:	**FINAL EXAM**	

TEACHING METHODOLOGY
Lectures, Class discussions, Assignments, Brainstorming, Directed reading

COURSE TEXT & OTHER READINGS
Course Text
Trochim. W. M, Donnelly, J. P., and Arora, K. (2014). *Research Methods: The Essential Knowledge Base* (2nd ed.). Boston: Cengage Learning.
Kumar R. (2014). *Research Methodology: A step-by-step guide for beginners* (4th ed.), New Delhi, Sage Publishers

Other Readings
Gravetter, F., & Lori, A. F. (2016). *Research methods for the behavioral sciences*(5th ed.). Wadsworth, Inc.
Bryman, A., & Bell, E. (2011). *Business research methods* (3rd ed.). Oxford: Oxford University Press.
Saunders, M. Lewis, P., & Adrian T. A. (2012) *Research methods for business students* (6th ed.). London. Prentice Hall.
Frank, E. H. (2013). Research methods for criminal justice and criminology (9th ed.). Pearson.

Journals
International Journal for Social Science Research Methodology
Journal of Research
Journal of Research methodology

Other Library resources:

You can access Web Based Databases such as: EBSCOhost, Ebrary, Keesings, Online, PsycARTICLES, JSTOR. Gale for locating articles in journals, electronic books, magazines and newspapers through the library catalog, which is available on-line from within and outside the campus via the USIU website (http://www.usiu.ac.ke). There are 24 workstations within the library, and wired access points, available throughout the building, provided with high speed network connections. There are also other workstations in the computer labs. Accessibility of e- resources off campus is through Virtual Private Network (VPN).

COURSE ASSESSMENT
1. Attendance   5%
2. In-class exercises   20%
3. Individual term paper   15%
4. Group presentations   10%
5. Mid Semester Exam   20%
6. Final Exam   30%
   Total   100%

KEY INSTITUTIONAL ACADEMIC POLICIES

Students should note the following are key policies as outlined in the University Catalogue and Students Handbook

1. Academic dishonesty

a. Any intentional giving or use of external assistance during an examination without the express permission of the faculty member giving the examination.

b. **Fabrication: a**ny falsification or invention of data, citation or other authority in an academic exercise;

c. **Plagiarism: a**ny passing off of another's ideas, words, or work as one's own;

d. **Previously Submitted Work:** presenting work prepared for and submitted to another course;

2. Class Attendance

Students are expected to attend all classes. Upon being absent from **more than seven** classes in a 3 unit course, the student will earn an **"F"** grade for that course.

USIU GRADING

SCORE	90-100	87-89	84-86	80 -83	77-79	74-76	70-73	67-69	64-66	62-63	60-61	0-59
GRADE	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F