

Course	Digital Social Research
Modules	
Credits (cfu)	6
hours	36
year running	2023/2024
semester	1
lecturer	Vittoria Bernardini
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consultation time	After class or by appointment previously arranged by e-mail

LEARNING GOALS

Link Campus University provides lecturer with the learning goals.

LEARNING AND SKILLS OUTCOMES

The course aims to provide students with the skills to independently conduct a social research project in the digital field. At the end of the course, students have to:

1. **KNOWLEDGE AND UNDERSTANDING:** know and understand social research procedures, techniques and tools.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** apply the knowledge acquired to the planning and execution of empirical research in relation to social phenomena in the digital field.
3. **MAKING JUDGEMENTS:** acquire a critical and analytical vision to be able to assess the main issues in social research design.
4. **COMMUNICATION SKILLS:** be able to present research in a clear, thorough and structured manner.
5. **LEARNING SKILL:** have the sufficient skills and awareness to carry out a research project independently.

PRE-REQUISITE QUALIFICATIONS

none

COURSE DETAILED CONTENTS

1. Introduction to the course & introduction to social research
2. Research design and research steps
3. Quantitative, qualitative, and mixed methods approaches
4. Sampling
5. Quantitative and qualitative data analysis
6. Writing up social research

TEACHING METHODS

This course is a combination of interactive lectures, in-class activities, and independent assignments.

TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:

R. Kumar, Research Methodology: A Step-by-step Guide for Beginners. SAGE.

Third edition is preferred (you can find it online easily). Alternatively, you can get the 4th or

5th edition.

Except Chapter 11 (Establishing the validity and reliability of a research instrument) and Chapter 18 in 3rd edition.

Lecture slides are also a core text and should be studied thoroughly, as well as all additional materials shared by the lecturer throughout the course.

FINAL EXAM

The final exam is composed of two parts:

1. An original research project conducted by the student
2. An oral exam to evaluate the student's knowledge of the course contents

ASSESSMENT METHODS

Assessment methods concern:

1. **KNOWLEDGE AND UNDERSTANDING:** have acquired the fundamental notions of the subject.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** have demonstrated that they are able to apply theoretical notions to their own research project.
3. **MAKING JUDGEMENTS:** have developed an analytical and critical vision of the main issues in conducting a social research project.
4. **COMMUNICATION SKILLS:** have produced a written research report detailing their research project.
5. **LEARNING SKILL:** have acquired the ability to carry out a research project independently.

MARKING CRITERIA

Students will be assigned a mark out of 30. The final mark will take into account the student's performance in class and in weekly assignments (if relevant), the research report, and knowledge of the course contents demonstrated during the oral exam.

FINAL RECOMMENDATIONS

Students are strongly advised to keep up with the weekly assignments given during class. The two parts of the exam (research report and oral exam) are meant to go hand in hand. Studying the textbook and lecture slides will help you conduct a good research project and write a good report. In the research report, you should aim to demonstrate that you have studied the textbook and lecture slides. It is not enough to write the research report without studying the textbook and slides. Students who do not demonstrate sufficient knowledge of the contents of the course from the textbook and lecture slides, in addition to the content of the research report, will not pass the exam.