

29010 - Social Research: Techniques and Methods

Syllabus Information

Academic year: 2023/24

Subject: 29010 - Social Research: Techniques and Methods

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 429 - Degree in Public Management and Administration

ECTS: 6.0

Year: 2

Semester: First semester

Subject type: Compulsory

Module:

1. General information

This subject provides theoretical and practical tools necessary to conduct social research in the field of management and public administration. Objectives include: (1) familiarize students with the epistemological and methodological foundations of social research, (2) train students in the selection and application of research techniques and methods, (3) develop skills for data collection and analysis in administrative contexts, (4) foster critical and reflective capacity with respect to social research processes, and (5) promote effective communication of research results through the elaboration of coherent reports.

2. Learning results

1. Is able to know the different methodological approaches existing in social research relating them to the objectives foreseen in the same (SDG 4).
2. Has sufficient cognitive resources to be able to use the various techniques of social research, both quantitative and qualitative, relating them to the intended methodological approach (SDG 9).
3. Knows how to analyze results from the use of social research techniques (SDG 16).
4. Is capable of gathering and interpreting relevant quantitative and qualitative data, in order to make judgments that include a critical reflection on relevant territorial, social, economic, legal, scientific or ethical issues, related to public administration in the broadest sense (SDG 11).
5. Identify, value and manage information and documentary sources for their use in different contexts. Possesses the ability to prepare and write reports and academic papers using different techniques, including those derived from information and communication technologies (SDG 4).
6. Has the ability to apply knowledge to practice (SDG 8).

3. Syllabus

Block I. Fundamentals of Social Research

Unit 1. Social Research Methodology. Scientific knowledge. Method in social sciences. Approach to the social reality.

Block II. Quantitative research design

Unit 2. Research organization. The project. The formulation of the research problem. The operationalization of the research problem. Quantitative research design.

Unit 3. The mixed method and methodological triangulation. Definition. Combination of social research techniques. Design to through mixed method and triangulation.

Block III. Quantitative Research Techniques

Unit 4. Secondary sources. Secondary analysis and secondary sources. Types of secondary sources.

Unit 5. The survey. Definition. Phases and characteristics. Initial analysis.

Block IV. Research Design and Qualitative Research Techniques

Unit 6. The interview. Definition and Types. Selection of informants. Development of the interview. Transcription and analysis.

Unit 7. Focus groups and group interviews. Group dynamics and the origin of focus groups.

Steps and phases to follow to form a discussion group. Utility of the groups.

Block V. Presentation of Research Results

Unit 9. The final report.

4. Academic activities

4.1. FACE-TO-FACE ACADEMIC ACTIVITIES

Master class: 30 hours (theoretical-practical sessions in which the contents of the subject will be explained).

Practical exercises: 30 hours (problem solving and case studies, assignments, face-to-face tutorials and field visits to).

Personal study and preparation of practical assignments: 88 hours.

Assessment tests. 2 hours.

4.2. VIRTUAL ACADEMIC ACTIVITIES

Synchronous and asynchronous activities: 15 hours (theoretical-practical sessions [videoconferences and/or learning pills] at where the contents of the subject will be explained).

Distance learning activities: 15 hours (virtual network work or activities on the Moodle platform or online tutorials).

Personal study and preparation of practical assignments: 118 hours.

Assessment tests. 2 hours.

5. Assessment system

For the evaluation of this subject, two evaluation systems are contemplated in the first call: (i) Continuous evaluation, based on the monitoring of the students' continuous work together with the passing of a theoretical on-site or online test, depending on the modality (on-site or virtual, respectively). (ii) Global on-site test (for both modalities), based only on the passing of a final global test that will include a theoretical part and another practical part. In the second and subsequent calls, only the global test will be carried out, which will also contain a theoretical part and a practical part and will always be in person.

5.1. PRESENCE-BASED MODALITY

5.1.1. Continuous on-site assessment

This system consists of two evaluation phases, which are as follows:

1. Theoretical part: theoretical exam, in which the student demonstrates his/her mastery of the theoretical knowledge of the subject (at the end of the semester).
2. Practical part: delivery of all the proposed practices, at least one for each theoretical topic and also the Design of a Research Project.

5.1.2. Global on-site test

This system is based exclusively on a final global test, adjusting to the conditions established in the regulations of enrollment and dedication regimes of the UZ. Therefore, it is possible to pass the subject, as well as to obtain even the highest grade, by means of a final global test, which will take place in the corresponding official call, according to the exam calendar agreed for the academic year.

This test will consist of the theoretical examination referred to in the previous section and the additional performance of a practical exercise, consisting of the DESIGN of a RESEARCH PROJECT. The purpose of this test is to verify that knows how to analyze the material following the methodology and techniques worked during the course in the program of practices published in the ADD.

Each of the two parts that compose this evaluation system will be quantified from 1 to 10. The final grade of the global test will be obtained from the weighted average of the grades of the theoretical test, 70%, and of the aforementioned exercise, 30%. A 5 out of 10 in each of the two parts is required to pass.

5.2. VIRTUAL MODE

5.2.1. Virtual continuous assessment

This system consists of two evaluation phases, which are as follows:

1. Theoretical part: Theoretical examination. In which the student demonstrates his/her mastery of the theoretical knowledge of the subject (to be done online at the end of the semester).
2. Practical part: Delivery of all the proposed practices, at least one for each theoretical topic and in addition, the Design of a Research Project.

5.2.2. Global face-to-face test (for virtual mode students)

This system is based exclusively on a final global test, adjusting to the conditions established in the regulations of enrollment and dedication regimes of the UZ. Therefore, it is possible to pass the subject, as well as to obtain even the highest grade, by means of a final global test, which will take place in the corresponding official call, according to the exam calendar agreed for the academic year.

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practical exercise , consisting of the DESIGN of a RESEARCH PROJECT. The purpose of this test is to verify that knows how to analyze the material following the methodology and techniques worked during the course in the program of practices published in the ADD.

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