

# SS3423: ADVANCED APPLIED QUANTITATIVE RESEARCH METHODS

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Advanced Applied Quantitative Research Methods

### Subject Code

SS - Social and Behavioural Sciences

### Course Number

3423

### Academic Unit

Social and Behavioural Sciences (SS)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

SS2027 Social Statistics and Research Methods or its equivalent

### Equivalent Courses

Nil

### Exclusive Courses

SS3502 Statistics and Data Analysis for Criminology

## Part II Course Details

### Abstract

This course aims to enable students' to exercise professional skills in conducting quantitative social research. The research process includes such topics as research design, measurement, and sampling and applies research strategies to demonstrate high-quality academic research by grounding it on social theories. Each student's distinctive and original performance in mastering quantitative social research is the learning focus.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Differentiate a range of key concepts and methodological approaches in applied quantitative research;	20	x	x	
2	Apply and evaluate issues related to quantitative research methods and designs; and	35	x	x	x
3	Produce an applied quantitative research proposal.	45	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA1: Lecture	Lecture on (1) key concepts and methodological approaches in applied quantitative research, and (2) the fundamental issues in research designs and strategies used in applied settings.	1, 2, 3
2	TLA2: Group Discussion	Group discussion on (1) & (2) above introduced in the lectures.	1, 2, 3
3	TLA3: Seminar	Workshop on (1) the application of quantitative research methods and designs, and (2) proposal writing.	1, 2, 3

### Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	AT1: Workshop Participation & Discussion	1, 2, 3	15	Students are required to discuss concepts and theories, their application introduced in the lectures, and progress in proposal writing. They also need to present and comment on their results of discussion orally in the class. The discussion and comments would need to be critical.
2	AT2: Individual Research Proposal Realizing Discovery, Innovation, and Critical Thinking	1, 2, 3	50	Students are required to write an individual research proposal (2,000 words in the main text, plus references and appendices). The emphasis is on discovery, innovation, and being critical to advance social science knowledge for social practice. The proposal needs to adhere to the professional social researcher' s standards.
3	AT3: Quiz	1, 2, 3	35	A quiz is to assess the student' s knowledge about the theory and practice of applied social research in an objective way.

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

1. Workshop Participation and Discussion

**Criterion**

Articulation of theory and conclusion coherently

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Poor

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**Assessment Task**

2. Individual Research Proposal

**Criterion**

Articulation of theory and concepts coherently

**Excellent (A+, A, A-)**

High: serendipity

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Poor

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**Assessment Task**

3. Quiz

**Criterion**

Recognition of concepts and theory accurately

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Poor

## Part III Other Information

### Keyword Syllabus

Basic and Applied Research; Philosophical Foundations; Theoretical Framework; Research Designs; Measurement; Sampling; Data Analysis; Research Ethics.

### Reading List

#### Compulsory Readings

Title	
1	Kalof, Linda. 2008. Essentials of Social Research. Maidenhead, UK: Open University Press.

#### Additional Readings

Title	
1	Adler, Emily Stier, and Roger Clark. 2011. An Invitation to Social Research: How It's Done. Belmont, CA: Wadsworth.
2	Alasuutari, Pertti, Leonard Bickman, and Julia Brannen. 2008. The SAGE Handbook of Social Research Methods. London: SAGE.
3	Babbie, Earl. 2010. The Practice of Social Research. Belmont, CA: Wadsworth.
4	Babbie, Earl. 2011. The Basics of Social Research. Belmont, CA: Wadsworth.
5	Bickman, Leonard, and Debra J. Rog. 2009. The SAGE Handbook of Applied Social Research Methods. Los Angeles, CA: SAGE.
6	Blaikie, Norman. 2009. Designing Social Research: The Logic of Anticipation. Cambridge, UK: Polity.
7	Bryman, Alan. 2008. Social Research Methods. Oxford, UK: Oxford University Press.
8	Churton, Mel, and Anne Brown. 2010. Theory and Method. Basingstoke, UK: Palgrave.
9	Cooper, Harris. 2010. Research Synthesis and Meta-analysis: A Step-by-step Approach. Los Angeles, CA: SAGE.
10	David, Matthew, and Carole D. Sutton. 2011. Social Research: An Introduction. London: SAGE.
11	Gomm, Roger. 2008. Social Research Methodology: A Critical Introduction. Basingstoke, UK: Palgrave.
12	Greener, Ian. 2011. Designing Social Research: A Guide for the Bewildered. London: SAGE.
13	Henn, Matt, Mark Weinstein, and Nick Foard. 2009. A Critical Introduction to Social Research. Los Angeles, CA: SAGE.
14	Newman, Lawrence. 2011. Social Research Methods: Qualitative and Quantitative Approaches. Boston, MA: Allyn & Bacon.
15	Ragin, Charles C., and Lisa M. Amoroso. 2011. Constructing Social Research: The Unity and Diversity of Methods. Los Angeles, CA: SAGE.
16	Robson, Colin. 2011. Real World Research: A Resource for Users of Social Research Methods in Applied Settings. Chichester, UK: Wiley.
17	Singleton, Royce A., Jr., and Bruce C. Straits. 2010. Approaches to Social Research. New York: Oxford University Press.
18	Williams, Malcolm. 2011. The SAGE Handbook of Innovation in Social Research Methods. London: SAGE.