

## Course Syllabus

1. **Program of Study** Bachelor of Arts (Social Science)  
**Faculty/Institute/College** Mahidol University International College
2. **Course Code** ICSO 301 **Course Title** Research Methods in the Social Sciences
3. **Number of Credits** 4 (**Lecture / Lab**) (4-0)
4. **Prerequisite (s)** None
5. **Type of Course** Core course
6. **Trimester / Academic Year** Term 2, every year

### 7. Course Description

An introduction to the scientific method and its use in social science research. Examination of research methods, data collection, survey techniques and hypothesis formation and testing.

### 8. Course Objective (s)

- 1) To introduce the method of social science research.
- 2) To describe the various techniques for conducting research.
- 3) To enable students to do quality social research.

### 9. Course Outline

Week	Topic		Instructor
	Lecture	Hour	
1	Introduction to social research : Quantitative and qualitative approaches	4	Suwanmoli
2	Quantitative vs qualitative methods	4	
3	Quantitative research	4	
4	Quantitative research continued	4	
5	Sampling; Levels of measurement	4	
6	The experimental method	4	
7	Qualitative methods	4	
8	Participant observation	4	
9	The interview; group focus	4	
10	Content analysis	4	
11	Combining methodologies; Research proposals	4	
	<b>Total</b>	<b>44</b>	

### 10. Teaching Method (s)

Lecture and discussion.

**11. Teaching Media**

Texts, transparencies, videos.

**12. Measurement and evaluation of student achievement**

The standard scale of 90 - 100 = A, 85 - 89 = B+, 80 - 84 = B, etc. 60 is required to pass.

**13. Course evaluation**

Grading will be based on two in - class exams (45% each) and contribution to discussion 10%.

**14. Reference (s)**

Punch, Keith F. *Introduction to Social Research : Quantitative and Qualitative Approaches*, Sage, London, 1998.

**15. Instructor (s)**

Marinee Suwanmoli

**16. Course Coordinator**

Eugene Jones