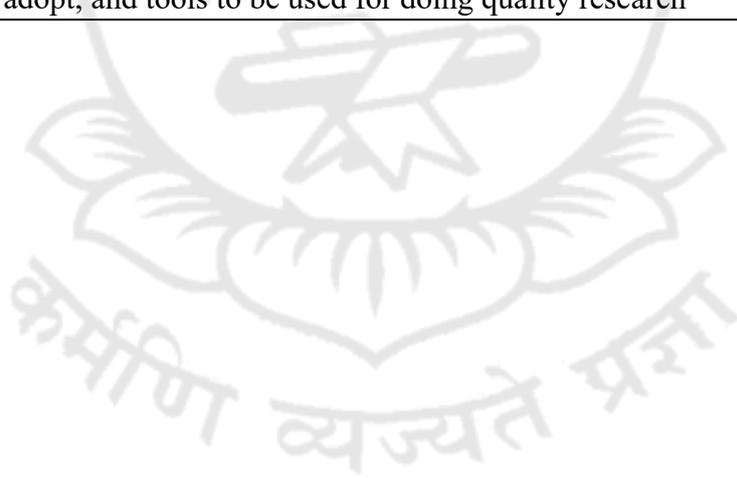




### University of Kerala

Discipline	ECONOMICS				
Course Code	UK2MDCECO10I				
Course Title	SURVEY TECHNIQUES IN SOCIAL SCIENCE.				
Type of Course	MDC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-	-	3
Pre-requisites					
Course Summary	To understand the basic concepts in social science survey. This course will help students to proceed with a research problem, the steps he/she should adopt, and tools to be used for doing quality research				



**Detailed Syllabus:**

Module	Unit	Content	Hrs
I	Fundamental concepts of social science survey		9
	1	Meaning of Social Surveying	
	2	Steps of the process of a survey	
	3	Formulation of the problem: objectives and goals	
	4	Identify the target audience	
	5	Design a questionnaire -Field survey -Analysis	
II	Tools and techniques for surveying		9
	6	Survey methods: Sampling method and census method - Descriptive, Exploratory cross -Section studies	
	7	Participatory-Empirical Survey – Case studies	
	8	Data collection: Questionnaire (postal, group-administered or online surveys, kiosk survey) surveys, interview surveys (personal telephone or focus group interviews	
	9	Delphi Method, Panel sampling method	
	10	Qualities of a good questionnaire -Pilot survey	
III	Data Collection and Analysis		10
	11	Qualitative data analysis: content analysis, narrative analysis, discourse analysis, thematic analysis, and grounded theory analysis (Concepts and introduction only)	
	12	Quantitative analysis: Frequency Distribution, Descriptive Statistics - measures of central tendency: mean, median, mode (Work out problems),	
	13	Mixed Data analysis	
	14	Use of Statistical packages like Gretl.	
IV	Report writing in social science survey		8
	15	Components of survey reports	
	16	Purpose of the survey report	
	17	Writing a survey proposal	
	18	Structure of survey report: Preliminary section, Main report, Interpretation of result, Suggested recommendations Bibliography -Reference – footnotes	



V	FIELD SURVEY		9
	19	Preparation of a report on socio-economic problems or conduct a survey related to the contemporary issues of a nearby village/Locality and Seminar Presentation	

**Basic Reading List**

1. Bhattacharjee, A. (2012). Social Science research: Principles, methods and practices. 2<sup>nd</sup> Edn., University of South Florida, ISBN-13: 978-1475146127
2. Corbetta, P. (2003). Social research: Theory, methods and techniques. Sage Publ.
3. Bryman, Alan.1988.Quality and Quantity in Social Research.London: Unwin Hyman
4. Kothari,C.R., Gaurav Garg (2023), Research Methodology: Methods and Techniques, 5<sup>th</sup> Edn., New Age Publication, ISBN-13: 978-9389802559
5. Krishnaswami, O.R., Ranganatham , M. (2016), Methodology of research in Social Sciences, Himalaya Publishing House, ISBN: 978-9350975695
6. Eun Sul Lee, Ronald N. Forthpfer (2005), Analyzing Complex Survey Data, 2<sup>nd</sup> Edn, Sage University Paper, ISBN-13: 978-0761930389

**Additional Reading List**

1. Young, P.V.1988, Scientific Social Surveys and Research. New Delhi: Prentice Hall
2. Ahuja, Ram.2001.Research Methods. New Delhi:Rawat Publications
3. Lewis-Beck, M., Bryman, A.E., & Liao, T.F.(2003).The Sage encyclopedia of social science research methods. Sage Publications.

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Apply the concepts of social science surveys in real-world situation	R, U, Ap	PSO-1
CO-2	Identify a research problem and conduct research on it	R, U, Ap, An, E, C	PSO-2 PSO-3
CO-3	Analyse the various techniques in data collection	R, U, Ap, An	PSO-3
CO-4	Design and write a research report	R, U, Ap, An, E, C	PSO-1 PSO-3
CO-5	Create a report based on a survey and suggest innovative solutions	R, U, Ap, An, E, C	PSO-6 PSO-3

**Course Outcomes**

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create S-

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**



CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Apply the concepts of social science surveys in real-world situation		R, U, Ap	P, M	L	
CO-2	Identify a research problem and conduct research on it	PO-1, PO-2, PSO-2, PSO-3	R, U, Ap, An, E, C	P, M	L	-
CO-3	Analyse the various techniques in data collection	PO-7, PO-8, PSO-3	R, U, Ap, An	P, F	L	-
CO-4	Design and write a research report	PO-1, PO-2, PO-7, PSO-3	R, U, Ap, An, E, C	P, M	L	-
CO-5	Create a report based on a survey and suggest innovative solutions	PO-2, PSO-6	R, U, Ap, An, E, C	P, M	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

### Mapping of COs with PSOs and POs:

CO No.	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO-1	2	2	2	-	-	-	3	2	-	1	-	2	1	-	1.875
CO-2	1	3	3	-	-	1	3	3	2	1	-	3	2	1	2.01
CO-3	-	1	3	-	-	-	2	1	2	-	1	2	3	3	2
CO-4	1	1	3	-	-	1	2	3	3	1	1	3	2	2	1.92
CO-5	-	1	2	-	-	3	2	3	3	2	1	2	2	2	2.01
Average	1	1.5	2.75	0	0	1.67	2.25	2.5	2.5	1.33	1	2.5	2.25	2	

### Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

### Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

### Mapping of COs to Assessment Rubrics :



CO No.	Internal Exam	Assignment	Project Evaluation	End Semester Exam
CO-1	✓	✓	-	✓
CO-2	✓	✓	-	✓
CO-3	✓	✓	✓	✓
CO-4	-	✓	✓	✓
CO-5	-	✓	✓	✓

