



UNIVERSITÀ DEGLI STUDI DI PALERMO

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| DEPARTMENT | Culture e società |
| ACADEMIC YEAR | 2020/2021 |
| BACHELOR'S DEGREE (BSC) | MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES |
| SUBJECT | SOCIAL RESEARCH AND NETWORK ANALYSIS |
| TYPE OF EDUCATIONAL ACTIVITY | B |
| AMBIT | 50091-Scienze umane ed economico-sociali |
| CODE | 20957 |
| SCIENTIFIC SECTOR(S) | SPS/07 |
| HEAD PROFESSOR(S) | TROBIA ALBERTO Professore Associato Univ. di PALERMO |
| OTHER PROFESSOR(S) | |
| CREDITS | 9 |
| INDIVIDUAL STUDY (Hrs) | 165 |
| COURSE ACTIVITY (Hrs) | 60 |
| PROPAEDEUTICAL SUBJECTS | |
| MUTUALIZATION | |
| YEAR | 2 |
| TERM (SEMESTER) | 1° semester |
| ATTENDANCE | Not mandatory |
| EVALUATION | Out of 30 |
| TEACHER OFFICE HOURS | TROBIA ALBERTO Monday 15:00 16:00 Giorno e orario sono indicativi. Concordare un appuntamento col docente. Il ricevimento si svolge sulla piattaforma TEAMS. |

DOCENTE: Prof. ALBERTO TROBIA

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| PREREQUISITES | To be familiar with basic secondary school maths. |
| LEARNING OUTCOMES | <ul style="list-style-type: none">- Knowledge and understanding: Paradigms, approaches, techniques and methods for collecting and analyzing data in the social sciences.- Applying knowledge and understanding: The student must be able to properly design a social research. He/she must be able to make the right decisions regarding the following aspects: choosing the type of research, being able to carry out the operationalization of a concept; choosing the units of analysis (sampling); choosing and designing data collection tools. Moreover, he/she must be able to choose the most suitable approach and the most adequate techniques for collecting and analyzing data, given a certain research question.- Making judgements: To be able to interpret and comment the main findings coming from data analysis.- Communication skills: To be able to write a research paper.- Learning skills: To be able to understand the methodological strategies used in most sociological literature. To be able to critically interpret a social research paper and the methodological choices adopted. |
| ASSESSMENT METHODS | <p>Written exam</p> <p>The written exam consists of thirty closed and open-ended questions concerning the course subjects; it aims at assessing the student's knowledge of the course subjects and his/her problem-solving abilities.</p> <p>Marks: The final mark is determined by the number of correct answers. Each correct answer is equivalent to one point, until a maximum of 30 points. Wrong answers do not provide any penalization. The exam is passed if the student obtains at least 18 points.</p> |
| EDUCATIONAL OBJECTIVES | The course is an introduction to social research methods, that adopts a qualitative approach and is based on many practical research examples. All the basic techniques for collecting and analyzing data in the social sciences will be covered. The last part of the course is dedicated to social network analysis. |
| TEACHING METHODS | Frontal lectures |
| SUGGESTED BIBLIOGRAPHY | <p>Trobia A., Elementi di metodologia e tecniche della ricerca sociale, Aracne, Roma, 2010</p> <p>Trobia A., La ricerca sociale qualitativa, Franco Angeli, Milano, 2005 (esclusi i capp. 4 e 6)</p> <p>Trobia A., Milia V., Social network analysis. Approcci, tecniche e nuove applicazioni, Carocci, Roma, 2011</p> |

SYLLABUS

| Hrs | Frontal teaching |
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| 6 | Scientific and sociological knowledge - Theory and hypothesis - Research paradigms |
| 6 | Types of research - Basic research steps |
| 4 | Probability sampling |
| 4 | Nonprobability sampling |
| 6 | Interview, ethnography, focus group |
| 6 | Survey |
| 6 | Data analysis |
| 2 | Qualitative research |
| 4 | Validity, reliability, triangulation |
| 3 | Q-analysis and cluster analysis (k-means clustering) |
| 3 | Textual analysis |
| 2 | CAQDAS |
| 4 | Basic social network analysis |
| 4 | Advanced social network analysis |