



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2022/2023
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)	FRAZZICA GIOVANNI      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	<b>FRAZZICA GIOVANNI</b> Friday      11:00    12:00    Stanza 203, edificio 15, secondo piano. Gli studenti potranno prenotarsi al ricevimento, inviare una email e/o concordare con il docente un colloquio anche in modalita telematica.

**DOCENTE:** Prof. GIOVANNI FRAZZICA

<b>PREREQUISITES</b>	To be familiar with basic secondary school maths.
<b>LEARNING OUTCOMES</b>	<ul style="list-style-type: none"><li>- Knowledge and understanding: Paradigms, approaches, techniques and methods for collecting and analyzing data in the social sciences.</li><li>- 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.</li><li>- Making judgements: To be able to interpret and comment the main findings coming from data analysis.</li><li>- Communication skills: To be able to write a research paper.</li><li>- 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.</li></ul>
<b>ASSESSMENT METHODS</b>	<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>
<b>EDUCATIONAL OBJECTIVES</b>	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.
<b>TEACHING METHODS</b>	Frontal lectures
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>Trobia A., Elementi di metodologia e tecniche della ricerca sociale, Aracne, Roma, 2010</p> <p>Trobia A., La ricerca sociale quali-quantitativa, 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 (fornito dal docente su piattaforma Teams)</p>

## SYLLABUS

Hrs	Frontal teaching
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	Quali-quantitative 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