



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2016/2017
BACHELOR'S DEGREE (BSC)	COMMUNICATION FOR MEDIA AND INSTITUTIONS
SUBJECT	SOCIAL RESEARCH METHODOLOGY
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50091-Scienze umane ed economico-sociali
CODE	05120
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

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>Oral exam</p> <p>The oral exam consists of three questions concerning the course subjects; it aims at assessing the student's knowledge of the course subjects, how appropriately he/she expresses him/herself, and his/her problem solving abilities.</p> <p>Marks: 30-30 e lode He/she expresses himself/herself with extremely clear and effective language, excellent knowledge of the course subjects, good analytical and problem solving skills; 26-29 He/she expresses himself/herself with clear and effective language, good knowledge of the course subjects, fine analytical and problem solving skills; 22-25 Basic/imperfect knowledge of the course subjects, low analytical and problem solving skills; 18-21 Minimal knowledge of the course subjects.</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 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</p>

SYLLABUS

Hrs	Frontal teaching
6	Scientific and sociological knowledge - Theory and hypothesis - Research paradigms
6	Types of research - Basic research steps
8	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
8	Social network analysis