

Syllabus of SEC paper
DEPARTMENT OF SOCIOLOGY
Gour Mahavidyalaya

SEMESTER-III

Course Title: Survey Method in Social Research Course

Description: This course introduces students to basic principles of survey research methods. The course will cover essential concepts such as survey design, data collection techniques, and data analysis. Students will also be exposed to real-world applications of surveys, particularly in social sciences, marketing, and community research. The course is designed to prepare students for practical survey research and for understanding how surveys are used in everyday life.

Course Objectives:

By the end of this course, students will be able to:

1. Understand the role and importance of surveys in collecting data for research.
2. Design a basic survey by formulating research questions and developing appropriate questionnaires.
3. Implement data collection through various survey methods (e.g., interviews, online surveys).
4. Analyse and interpret survey data using simple descriptive statistics.
5. Critically assess surveys in terms of their reliability and validity.
6. Follow ethical guidelines in designing and conducting surveys.

Programme Outcomes :

1. Understanding of Survey Research Methodology
2. Proficiency in Survey Design and Question Formulation
3. Expertise in Sampling Techniques and Data Collection
4. Competency in Data Analysis and Interpretation
5. Ability to Report and Present Survey Findings
6. Lifelong Learning and Adaptability in Survey Research

Syllabus Outline

Module 1: Methods of Data Collection

- Different survey modes: face-to-face, phone, mail, and online surveys
- Advantages and disadvantages of each method
- Using online survey platforms (e.g., Google Forms)

Module 2: Introduction to Data Analysis

- Introduction to basic statistics for survey data
 - Descriptive statistics: mean, median, mode, and standard deviation
 - Visualizing data: graphs, bar charts & pie charts
 - Basic data interpretation.
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Module 3. Preparing a Survey Report

- Organizing and presenting survey results
- Writing up a survey report: structure and content
- Presenting results with graphs and tables
- Communicating findings clearly and effectively

Module 4. Final Project Work (Survey Creation)

- Students design and conduct their own small surveys
- Collecting and analyzing data
- Preparing a report on the findings

Activities:

Students should be exposed to field work. The place of field work is to be decided by concerned supervisors. The students have to prepare a Report not exceeding 25 pages, including Introduction, Review of Literature, Objectives and Methods of Study, Data Analysis and Conclusion, with a List of References. The dissertation will be jointly evaluated by one internal (to be appointed by the respective Institutions) and one external examiner to be appointed by the University. Viva-voce shall be confined to field work report.

Reference Books:

Baker,T.C.-(1999) Doing Social Research, Tata Mac Graw Hill

Beteille Andre- (2002) Sociology : Essays on Approach and Method, OUP, Delhi

Goode, W.J. and P. Hall – (1952) Methods in social Research , New York , Mac Graw Hill

Goon, A.M., M.K. Gupta and B.Dasgupta- (1978) Basic Statistics Kolkata World Press Pvt. Ltd.

Kothari,C.R. – (1995) Research Methodology : Methods and Techiques, New Delhi, Wiley Eastern

Mukherjee , P.N.(Ed)- (2000) Methodology in Social Research : Dilemmas and Perspectives, Sage, New Delhi

Young, P.V.-(1966) Scientific Social Survey and Research, Prentice Hall, New Delhi

Ram Ahuja 2007, Research Methods, Rawat Publications, Jaipur

Babbie, E., 2007, Research Methods in Sociology , Cengage Learning India Private Limited
