

RM806 Research Methodology-II for Arts, Media & Commerce, Humanities & Social Science
2-0-0 2

At the end of the course, the students will be able to:

- Demonstrate the aptitude to choose research techniques appropriate to research aims and objectives
- Develop skills in qualitative and quantitative data analysis and presentation
- Develop advanced critical thinking skills
- Demonstrate enhanced writing skills

Skill Development:

The course provides a framework for :

- Communication (oral, written and non-verbal) and presentation skills.
- Data literacy.
- Critical thinking and logical reasoning.
- Numeracy (statistics)
- Organisational skills
- Problem solving
- Research skills (design, management, interpretation, analysis, critique)

Unit 1: Research Design:

Meaning, need and features of good research design. Types of Research Designs - Basic Principles of Experimental Designs, Design of Experiments- Sampling Designs: Census and Sample surveys, Different types of sample designs, characteristics of good sample design. Techniques of selecting a random sample- Measuring attitudes: construction of Likert and Semantic Differential scales. Studying events in their natural settings- Unit of Analysis, participant, non-participant, Auto/biography and textual analysis, Visual Methodologies – visual anthropology, visual sociology, art history, semiology

Unit 2: Data Collection/ Techniques for Qualitative and Quantitative research

Primary and secondary data: Methods of collecting primary data: observation, Interview, questionnaire and schedule; Sources of secondary data, Ethnography- multi- cited ethnography, Participant observation, Interviewing, Focus Group Research, Case study, Action Research and Applied Research, Audience/Reader response criticism

Unit 3: Testing of hypothesis/ Exploring Research Questions

Validity and reliability in qualitative and quantitative research, Collection and Transcription of qualitative data- Observer impression, Key informant interviews, Oral narratives, Grounded Theory, Content Analysis, Archival Research. Hypothesis Testing and estimation: Fundamentals of hypothesis testing- Parametric Tests: Testing of significance mean, proportion, variance and correlation-Testing for significance of difference between means, proportions, variances and correlation coefficients- Important nonparametric tests: Sign, Run and Mann – Whitney tests- ANOVA and Chi-Square Tests.

Unit 4: Data Analysis for Qualitative and Quantitative research

Processing of data and Editing: Discourse analysis, textual analysis- coding and classification of data- Categorizing Themes and Patterns, working with 'Rich data'. descriptive statistics, frequency, Correlation, Regression -Association of attributes-Factor analysis- Cluster analysis.

Unit 5: Report Writing

Organization of Research Report – Types, Structure and Components – Contents, presentation of results, pragmatic function of writing, theories as a form of presentation, tales from the field, and reflexive function of writing- Descriptive summaries- Bibliography, Appendices, Style Manuals – APA style, MLA style, ASA style, The Chicago Manual of style etc. Evaluation of Research Report - Preparing Research papers for journals, seminars and conferences.

REFERENCES.

- Barry, P. (2002) *Beginning Theory: An Introduction to Literary and Cultural Theory*. 2nd edition. ISBN: 0719062683,. Pdf available at: <http://staffnew.uny.ac.id/upload/132299491/pendidikan/beginningtheoryanintroductiontoliteraryandculturaltheorysecondedition.pdf>
- Bryant, L. (2015) *Critical and Creative Research Methodologies in Social Work*. Ashgate Publishing, UK. August 2015.
- Bryman,, A. (2008). *Social Research Methods*. (3rdedn) , Oxford University Press
- Dooley, D. (2007) *Social Research Methods (Fourth Edition)* New Delhi. Prentice Hall
- Krishnasamy O.R &Ranganatham M (2007):*Methodology of Research*, New Delhi: Himalayan
- Selden, R., Widdowson, P. & Brooker, P. (eds.). (2005) *A Reader's Guide to Contemporary Literary Theory*. 5th edition. Pearson
- Tao Ng , P.P. (2008). *Effective Writing: A Guide for Social Science Students.*, Chinese University Press.

Evaluation pattern: 70:30

Internal

Periodical exams – 15 x 2 = 30 marks

Assignments - 4 x 10 = 40 marks

External

End semester project and Viva -15 +15 = 30 marks)