

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

PROGRAMME: SOCIOLOGY

COURSE: SOC 321

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SOC 321: RESEARCH METHODS

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QUESTIONS

1. State and explain the factors to consider when developing a questionnaire.
2. State and discuss the various types of questionnaire used in social research.
3. Provide an overview of the strengths and weaknesses of each of the questionnaire types identified in the previous question.
4. Discuss the strengths and weakness of the different types of questionnaires.
5. What are the differences between probability and non-probability sampling techniques? State and explain the weaknesses of each approach.
6.
 - a. Provide a list of both probability and nonprobability sampling techniques discussed in class.
 - b. Give a detailed description of two probability and two non-probability sampling techniques.
7. What factors should you consider when preparing to conduct in-person interviews?
8. Discuss any two techniques of data collection in qualitative research. What are their strengths and weaknesses?
9. Explain in detail the factors to take into consideration when conducting qualitative field research.
10. Describe the various qualitative field research paradigms. Provide an example of each.
11. Provide a well-structured explanation of the purposes of each qualitative research paradigm. When is it appropriate to apply these paradigms in studies?
12. The research process is cyclical. Discuss.
13. Describe the steps of qualitative field research.
14. Describe the steps of quantitative research.
15. Define validity. Use examples to explain the presence and the lack of validity.
16. Define reliability. Use examples to explain the presence and the lack of reliability.
17. Why are reliability and validity important in social research?
18. Compare and contrast quantitative and qualitative research. In your response, be sure to discuss their pros and cons.
19. High response rate is critical in the administration of surveys. Discuss. What techniques should social scientists use to increase response rates?
20. Discuss the ethics of social research.

ANSWERS

1. State and explain the factors to consider when developing a questionnaire.
 - In their answers, students are expected to examine appropriate question forms, clear items, avoiding double-barreled questions, competent respondents, item length, negative items, and biased items.
2. State and discuss the various types of questionnaire used in social research.

- In their answer, students may consider a) the format of the instrument, namely whether structured or not structured; b) the content, namely whether open ended, close-ended, and mixed questionnaire; and c) the mode of administration, namely self administered, mail order, face-to-face.
3. a. Provide a list of both probability and nonprobability sampling techniques discussed in class.
 - Probability sampling techniques: simple random, stratified sampling, systematic, multistage, and cluster.
 - Non-probability sampling techniques: convenience, snowball, quota, and purposive/judgmental/expert.
 - b. Give a detailed description of two probability and two non-probability sampling techniques. In your answer, discuss the strengths and weaknesses of each technique explained.
 1. Simple random:
 2. Stratified
 3. Cluster:
 4. Systematic
 5. Multistage
 6. Snowball
 7. Convenience
 8. Quota
 9. Purposive/judgmental/expert
 4. What factors should you consider when preparing to conduct in-person interviews?
 - In your answer, describe the relevance of appearance and demeanor, familiarity, question wording, recording responses, and probing.
 5. Discuss any two techniques of data collection in qualitative research. What are their strengths and weaknesses?
 - Students may focus on the techniques of interviewing and focus group discussions. They may also discuss participant and nonparticipant observations.
 6. Explain in detail the factors to take into consideration when conducting qualitative field research.
 - In their answer, students should consider the roles of the observer, relations to subjects.
 7. Describe the various qualitative field research paradigms. Provide an example of each.
 - Ethnography, ethnomethodology, grounded theory, case studies, and participatory action research.
 8. The research process is cyclical, discuss.
 - Students are expected to outline and describe in detail, the steps in social research, namely, problem identification, literature review, research questions and hypotheses, methods and research design (sampling, data collection, data analyses), implementation of research, and the dissemination of findings through scholarly conferences and publications. The final stage of this answer should be a statement about the publication becoming a part of the literature and thus the starting point for other studies and the onset of the entire research process again.
 9. Describe the steps of qualitative field research.

- Students should discuss identification of the problem, literature review, statement of hypotheses, methods and research design, implementation of research, dissemination of findings through professional/scholarly conferences and publications.
10. Describe the steps of quantitative research.
- Students should discuss identification of the problem, literature review, statement of research questions, methods and research design (specify qualitative techniques of sampling: convenience, snowball, quota, purposive; analyses: eg. grounded theory), implementation of research, dissemination of findings through professional/scholarly conferences and publications.
11. Discuss the ethics of social research.
- Students should focus on any five of the following:
 - Honesty
 - Objectivity
 - Integrity
 - Carefulness
 - Openness
 - Respect for Intellectual Property
 - Confidentiality
 - Responsible Publication
 - Responsible Mentoring
 - Respect for colleagues
 - Social Responsibility
 - Non-Discrimination
 - Competence
 - Legality
 - Animal Care
 - Human Subjects Protection