



FREDERICK UNIVERSITY

SCHOOL OF ARTS, COMMUNICATION AND CULTURAL STUDIES
DEPARTMENT OF JOURNALISM, COMMUNICATION AND MASS MEDIA

(CIP file – Classification of instructional programmes)

Course unit title:	Social Sciences Methodology and Survey
Course unit code:	AJER353
Type of course unit:	Obligatory
Level of course unit:	Advance
Year of study:	3 rd
Semester when the unit is delivered:	Fall
Number of ECTS credits allocated :	5
Name of lecturer(s):	Irene Photiou
Learning outcomes of the course unit:	<ol style="list-style-type: none">1. Ability to understand the different research methods, their theoretical approaches and applications.2. Ability to apply different methods and stages of research.3. Ability to evaluate research methods and findings4. Ability to engage with the subject of the course through the development of quantitative and qualitative research and the analysis / explanation of specific results.5. Ability to apply their knowledge in the design of various types of research.
Mode of delivery:	Face to face
Prerequisites:	None
Recommended optional program components:	
Course contents:	<ul style="list-style-type: none">• Introduction to research: Concepts, types and characteristics of research• Quantitative research: quantitative research features and steps, sampling, questionnaires.• Qualitative research: Qualitative research features and steps, data collection, interviewing, observation / diary / notes, validity and reliability.• Designing research:<ol style="list-style-type: none">A) Experimental Research (Types and application of experiment, method's advantages and disadvantages)B) EthnographyC) Text AnalysisD) Surveys.• Methodological problems• Ethics of research• Modes of writing a piece of scientific work. Ways of structuring it and its

	components.
Recommended and/or required reading:	Instructor's notes
Textbooks:	<p>Ζαφειρόπουλος, Κ. (2015). <i>Πώς γίνεται μια επιστημονική εργασία. Επιστημονική έρευνα και συγγραφή εργασιών. (How to do scientific work. Scientific research and writing)</i> Αθήνα: Κριτική (In Greek)</p> <p>Ιωσηφίδης, Θ. (2008). <i>Ποιοτικές μέθοδοι έρευνας στις κοινωνικές επιστήμες. (Qualitative Research Methods in Social Sciences)</i> Αθήνα: Κριτική. (In Greek)</p> <p>Frey, R. L., Botan, H. C. & Keps, L. G. (1992). <i>Interpreting Communication Research: A Case Study Approach.</i> NU: Pentice Hall.</p>
References:	<p>Δαουτόπουλος, Γ. (2004). <i>Μεθοδολογία Κοινωνικών Ερευνών. (Methodology of Social Research).</i> Θεσσαλονίκη: Ζυγός. (In Greek)</p> <p>Ιωσηφίδης, Θ. (2008) <i>Ποιοτικές Μέθοδοι Έρευνας στις Κοινωνικές Επιστήμες. (Qualitative Research Methods for Social Sciences)</i> Αθήνα: Κριτική. (In Greek)</p> <p>Louis C. Lawrence M. and Keith M. (2007). <i>Μεθοδολογία εκπαιδευτικής έρευνας. (Methodology of Educational Research).</i> Αθήνα: Μεταίχιμο. (In Greek)</p> <p>Σταμέλος, Γ. & Δακοπούλου, Α. (2007). <i>Η διατριβή στις Κοινωνικές Επιστήμες. Από τον σχεδιασμό στην υλοποίηση. (Dissertation on Social Sciences: From Design to Implementation).</i> Αθήνα: Μεταίχιμο. (In Greek)</p> <p>Παπαϊωάννου, Σ. (2007). <i>Ζητήματα θεωρίας και μεθόδου των κοινωνικών επιστημών. (Issues of Theory and Method of Social Sciences).</i> Αθήνα: Κριτική. (In Greek)</p> <p>Ψαρρού, Μ. Κ. (2004) <i>Επιστημονική Έρευνα. Θεωρία και Εφαρμογή στις Κοινωνικές Επιστήμες. (Scientific Research. Theory and Implementation on Social Sciences).</i> Αθήνα: Τυπωθήτω. (In Greek)</p>
Planned learning activities and teaching methods:	Teaching methodology: lecture, dialogue and exchange of views/ideas in working groups. The instructor will give examples of scientific research, articles for discussion and analysis, which will be evaluated in the classroom by the working groups. The results of the group work will be announced in the classroom. Students will organize small-scale surveys. Additionally, they will be provided with ancillary material in addition to the course's bibliography.
Assessment methods and criteria:	<ul style="list-style-type: none"> • Midterm 30% • Assignment: 20% • Final Exam 50%
Language of instruction:	Greek
Work placement(s):	