INTRODUCTION TO RESEARCH METHODS
QUALITATIVE AND QUANTITATIVE

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+ NN

WINTER 2013
2 CREDITS (4 ECTS)

COURSE OUTLINE
Knowing how to obtain and process data is a prerequisite for critical reading of sociological and anthropological work, as well as part of a researcher’s key competence. This course introduces the sociologist’s and anthropologist’s toolbox, debating the potential and the pitfalls of major methodological tools. The course is very much located at the practical level, and follows a “how to” approach.

COURSE CONTENT AND STRUCTURE
The course consist of three parts. The first section will introduce you to the tools and methods required to work with written sources, and their repositories. This includes archives, as well as internet based research – two fields that increasingly overlap. Making efficient use of bibliography software helps you to keep track and organize readings. The second part looks at the researcher as the main tool in the research process: the dipstick in the field. It introduces you to the most essential techniques and strategies to carry out successful fieldwork such as participant observation or interview techniques. Part three is dedicated to numerical research: mapping, surveys and principles of statistical sampling.

COURSE GOALS AND LEARNING OUTCOMES
After completion of the course, participants shall be able to demonstrate solid basic knowledge of social anthropological and sociological qualitative and quantitative research methodology. They shall be capable of reflecting on the differences between quantitative and qualitative research methodology, and on how these may complement each other. The students will be able to assess the roles of the researcher and the informant in the research process and be in a position to apply qualitative and quantitative research methodology in their own work.

REQUIREMENTS & GRADING
Four assignments 25% each:
  o a statistical analysis of publication frequency, related to your research topic
  o an interview conducted in teams of two
  o coding and analysis of this interview, using Atlas TI, in teams of two
  o a take home exam on statistical methods using either Excel or SPSS
You get feedback on your progress throughout the course, assignments are generally graded within two weeks. Timely submission of assignments is essential.
You are asked to not use your mobile computers (notebooks) in class.
Suggested Further Readings

Week 1. Introductory session Week 1
  - Overview / structure of the course
  - Requirements and assignments
  - Qualitative and quantitative approaches

Part One: Dark Matter
(Working with texts: qualitative and quantitative analysis)

Week 2. Bibliography management and Remote Library Research
  - Literature overviews: scanning the field: quantitative and qualitative research on the research subject.
  - How to keep literature and your sources organized

TOOLS you will learn how to use: working with Endnote and/or other bibliography software/databases

Required Reading:
- Bernard RH. 1994. Research Methods In Anthropology. Qualitative And Quantitative Approaches, Chapter 6 (118-135)
- van Dijk

Week 3. Archives, the web and other sources
  - Planning archival work
  - Critical approaches to archival texts: discourse analysis
  - Stay organized: software for sources (Atlas TI, Access, Zotero)

Required reading:

Part II: You Matter
Getting in there: the researcher as a tool and how make best use of him/her

Week 4. Getting fieldwork done: the before, during and after
  - Designing the research project, getting permissions, establishing a network and setting oneself up in the field., Timing and duration. Ethics in Research and the role of assistants.

Required Reading:
Week 5. Participant Observation

- The signature method of anthropologists
- Taking Fieldnotes
  TOOLS you will learn how to use: yourself

Required Reading:
- Bernard RH. 1994. Research Methods In Anthropology. Qualitative And Quantitative Approaches, Chapter 7 (136-164)

Week 6. Mapping (and analyzing) relations the genealogical method

TOOLS: (+ technical skills acquired) working with kinship editor

Required reading:
- Heady P. nd. Kinship, courtship and conscription: Lévi-Straussian aspects of some alpine village rituals Halle: MPI

Week 7. Talking as a method

- Structured, semi- and unstructured interviews
- Analyzing and reporting interview data
  TOOLS: (+ technical skills acquired) working with Atlas TI and/or other data processing software

Required reading:

Part III: Grey Matter: Research by Numbers:

Week 8. Mapping sounds and spaces

a. Mapping in the Social Sciences (thematic cartography)
   - as a research method
   - as a means of presentation of data (thematic cartography)

b. Soundscales

Required reading:
- Dafinger, A (2005) Market Landscapes
Week 9. Statistics:
Introduction, key concepts, designing and conducting a survey

Required reading:

Week 10. Quantitative Data Processing
TOOLS: (+ technical skills acquired) working with SPSS and Excel

Required reading:

Week 11. Measurement and distributions, Scaling and Standardizing

Required reading:
Carlberg Conrad George. 2011. Statistical analysis … CH 4-5

Week 12. Analyzing association

a. Linear regression and correlation
b. Multivariate models

Required reading:
Carlberg Conrad George. 2011. Statistical analysis … CH 6-7