

# Quantitative Approaches in the Social Sciences: Survey, Experiment and Content Analysis

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## Overview

The course offers introduction to and elaboration on quantitative data collection approaches for the social sciences, in particular survey research, experimentation and content analysis. Social scientific research relying on quantitative approaches needs to rigorously and systematically utilize quantitative types of data collection to yield internationally competitive research of high methodological standards. Mass surveys, experiments and content analysis are the three types of quantitative instruments most commonly applied in social science research projects across the disciplines of political science, sociology, communication and media studies. Both theoretical reflections on these approaches as well as practical issues are dealt with. The course starts with a discussion of the benefits and downsides of quantitative approaches as opposed to qualitative methods and reflects on the choice of methodological design in light of the research interests. It continues by discussing fundamentals of quantitative methodologies, such as sampling, measurement theory and research ethics. Subsequently, three distinct parts deal with survey methodology and in particular question formulation, with experiments and the different types of experiments used in social science research, and with content analysis of textual materials. These three parts each consist of lectures as well as hands-on exercises.

## Objectives:

The primary objectives of the course are as follows:

- Enable to reflect on the appropriate choice of methodological approach and the use of quantitative methods.
- Contribute to understanding of fundamental issues of quantitative research, such as sampling, quality criteria and ethics.
- Introduce basics of survey research, experiments and content analysis
- Contribute to more in-depth understanding of survey research, different types of experimental design and current issues in content analysis
- Enable to apply each of the techniques through practical exercises

## Course Details:

**Monday, 27 March 2017**

**Inaugural event: 10.00am to 11.00am**

**Lecture-1: 11.00am to 12.00pm**

Qualitative vs. Quantitative Research Designs in the Social Sciences, Deduction and Induction, Benefits and Disadvantages of Quantification, The Quantitative Research Process.

**Lecture-2: 12.00pm to 1.00pm**

Theories of Data, Measurement Criteria in Quantitative Research Designs – (External and Internal) Validity and Reliability

**Tutorial-1. 1.00pm to 1.45pm**

Formulating a research question and adopting appropriate quantitative data collection methods.

**Tuesday, 28 March 2017**

**Lecture-3: 10.00 am to 11.00 am**

Sampling theory and types of samples

**Tea/Coffee break: 11.00am to 11.15am**

**Tutorial-2. 11.15am to 12.15pm**

Drawing samples

**Lecture-4: 12.15pm to 1.30pm**

Research ethics in quantitative designs

**Wednesday, 29 March 2017**

**Lecture-5: 10.00 am to 11.00am**

Mass surveys: Principles and Fundamentals.

**Tea/Coffee break: 11.00am to 11.15am**

**Lecture-6: 11.15am to 12.15pm**

Question formulation and multiple item measurement.

**Tutorial-3. 12.15pm to 1.30pm**

Operationalization of concepts into survey questions, devising a short questionnaire.

**Thursday, 30 March 2017**

**Lecture-7: 10.00am to 11.00am**

Basics of Social Science Experimental Designs, Stimulus Material Design

**Tea/Coffee break: 11.00am to 11.15am**

**Lecture-8: 11.15am to 12.15pm**

Advanced types of Experiments: Preference trial experiments, Vignette Experiments, Field Experiments

**Tutorial-4: 12.15pm to 1.30pm**

Short experimental design. Research questions are translated into experiments.

**Friday, 31 March 2017**

**Lecture-9: 10.00am to 11.00am**

Content analysis: Purposes and approaches.

**Lecture-10: 11.00am to 12.00pm**

The practice of content analysis, reliability assessments

**Examination and Evaluation: 12.15pm to 1.15pm**

**Concluding Session and Certificate Distribution: 2.30pm to 3.15pm**

<b>Duration and Venue</b>	27 March to 31 March 2017; Jamia Millia Islamia, New Delhi
<b>Who can attend the course</b>	MA, MPhil and PhD students as well as faculty members interested in application of quantitative methods in social sciences.
<b>Fees</b>	<p>The participation fees for taking the course is as follows:</p> <p><b>Participants from abroad: US \$200</b>  <b>Industry/ Research Organizations: US \$5000</b>  <b>Academic Institutions:</b>  <b>Faculty members: Rs.2000</b>  <b>Master/PhD students: Rs.1000</b></p> <p><i>The above fee includes all instructional materials, computer/lab use for tutorials/labs (if any), refreshments (doesn't include lunch), and 24 hr free internet facility.</i></p>
<b>How to register for the Course</b>	<p><b>1. Applicants are required to first register online at the GIAN portal <a href="http://www.gian.iitkgp.ac.in/GREGN/index">http://www.gian.iitkgp.ac.in/GREGN/index</a> This is one-time registration. Those who have registered earlier for other course(s) can skip this process.</b></p> <p><b>2. Log into your GIAN account; click the 'Course Registration' tab; check the appropriate check box mentioned against this Course from the list of courses; click 'Save' and 'Confirm Courses' buttons to register and make your application for the Course. Subsequent to this you will receive a confirmation mail from the organisers.</b></p> <p><b>3. Upon receiving the confirmation mail from the organisers, you will be required to pay the registration fee for the course (as indicated above). The registration fee is to be made by demand draft in favour of 'THE REGISTRAR, JAMIA MILLIA ISLAMIA', payable at NEW DELHI and deposited in the office of the Centre for Culture, Media and Governance by 5 pm on 17 March 2017. A demand draft may also be sent through the post to 'Prof. Saima Saeed, Centre for Culture, Media and Governance, Nelson Mandela House, Mujeeb Bagh, Jamia Millia Islamia, New Delhi 110025.</b></p> <p><i>Note: Outstation candidates selected for the course have to make their own arrangement for accommodation.</i></p>

## The Faculty



**Prof. Hajo G. Boomgaarden (Ph.D.)** is a Professor for Empirical Social Science Methods with a Focus on Text Analysis at the Department of Communication at the University of Vienna. Currently he also serves as Vice Dean of the Faculty of Social Sciences. Before joining the University of Vienna in 2014, he worked as Associate Professor for Political Communication at the Amsterdam School of Communication Research at the University of Amsterdam. He received his Ph.D. in Social Science/ Communication Science from the University of Amsterdam in 2007, his Ma in Communication Science from the University of Amsterdam in 2003.

Prof Boomgaarden has published on various aspects of political communication. Among others he is interested in media coverage of European integration and media effects public attitudes towards the EU, in the relationship between mass media, immigration attitudes and public support for populist, extreme right parties, on election campaign coverage and influences on the vote. More recently he has engaged in projects on multi-modalities and visual communication and on advances of text analysis for social science projects. His research has been published in top international journals in political science and communication. See also [hajoboomgaarden.com](http://hajoboomgaarden.com)

## Course Coordinators



**Dr. Saima Saeed** is Professor at the Centre for Culture, Media and Governance, Jamia Millia Islamia, New Delhi and the Honorary Deputy Media Coordinator and Spokesperson of the university. With work experience spanning across broadcast news industry and media teaching, her research interests include news studies, media and democracy, political communication and media and minorities. She is the author of the book, *Screening the Public Sphere: Media and Democracy in India*, Routledge (2013). An alumna of A J K Mass Communication Research Centre, Jamia Millia Islamia and Lady Shri Ram College for Women, University of Delhi, her doctoral work explores the use of communication and television news in social development. Published in well known international journals and books, she is Project Director of major research projects funded by Indian Council of Social Science Research and University Grants Commission (UGC) and the Co-Coordinator of the UGC- Centre with Potential for Excellence (CPEPA) in Media Studies awarded to CCMG.



**Dr. Taberez Ahmed Neyazi** is an Assistant Professor of Political Communication at the Centre for Culture, Media and Governance at Jamia Millia Islamia (JMI), New Delhi. He serves as India's Coordinator for "Media Campaigns and Influence in Elections", a collaborative project with colleagues at Emory University, Cleveland State University, Kyoto University and the National University of Singapore. Before moving to JMI, he held numerous fellowships including: Japan Society for the Promotion of Science (JSPS) Postdoctoral Fellow at Kyoto University; Visiting Fellow at the East-West Center in Hawaii and Nanyang Technological University in Singapore; and German Academic Exchange Service (DAAD) fellow at Erfurt University. He has contributed to several edited volumes and his articles have appeared in several international refereed journals. His most recent publication includes a co-edited volume, *Democratic Transformation and the Vernacular Public Arena in India* (Routledge, London, 2014) and his book *Political Communication and Mobilisation: The Hindi Media in India* will be published in 2017 by Cambridge University Press.

## Course Coordinators

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