

## Research Methodology (F000810)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>		
<b>Credits</b> 6.0	<b>Study time</b> 180 h	<b>Contact hrs</b>	60.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	online seminar: coached exercises	0.0 h
			online lecture	0.0 h
			group work	2.5 h
			seminar: coached exercises	21.25 h
			lecture	30.0 h
			demonstration	6.25 h

### Lecturers in academic year 2020-2021

Pellens, Maikel	EB23	lecturer-in-charge
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### Offered in the following programmes in 2020-2021

	crdts	offering
<a href="#">Bachelor of Arts in Oriental Languages and Cultures (main subject Arabic and Islamic Studies)</a>	6	A
<a href="#">Bachelor of Arts in Oriental Languages and Cultures (main subject China (China Track))</a>	6	A
<a href="#">Bachelor of Arts in Oriental Languages and Cultures (main subject China (UGent Track))</a>	6	A
<a href="#">Bachelor of Arts in Oriental Languages and Cultures (main subject India)</a>	6	A
<a href="#">Bachelor of Arts in Oriental Languages and Cultures (main subject Japan)</a>	6	A
<a href="#">Master of Arts in Oriental Languages and Cultures (main subject China)</a>	6	A
<a href="#">Master of Arts in Oriental Languages and Cultures (main subject India)</a>	6	A
<a href="#">Master of Arts in Oriental Languages and Cultures (main subject Japan)</a>	6	A
<a href="#">Master of Arts in Oriental Languages and Cultures (main subject Middle East Studies)</a>	6	A
<a href="#">Postgraduate programme in Innovation and Entrepreneurship in Engineering</a>	6	A
<a href="#">Postgraduate programme in Innovation and Entrepreneurship in Engineering</a>	6	A
<a href="#">Linking Course Master of Science in Public Administration and Management</a>	6	A
<a href="#">Preparatory Course Master of Science in Complementary Studies in Business Economics (main subject Business Economics)</a>	6	A
<a href="#">Preparatory Course Master of Science in Public Administration and Management</a>	6	A

### Teaching languages

Dutch

### Keywords

Research design, data collection, data analysis and the use of SPSS for data analysis

### Position of the course

The aim of this course is to introduce the different aspects of research methodology: who to survey, what to ask, and how to ask it, how to analyse collected data, and how to interpret and report research findings.

### Contents

- Basic statistical knowledge: measurement level, central tendency, variance, homogenous versus heterogeneous population, histogram, normal distribution, Z-values, confidence intervals;
- Research Routemap & methodological terminology (reliability, validity and conceptual

- frameworks);
- Primary en secondary sources of information;
- Drawing samples and sample sizes;
- Scaling techniques;
- Qualitative versus Quantitative research;
- Observation - Surveying;
- Univariate and bivariate research methods (t-tests);
- Analysis of variance;
- Correlation and linear regression analysis;
- The use of SPSS;
- Interpretation and reporting of research findings.

### Initial competences

None

### Final competences

- 1 The student is familiar with research methodology concepts and terminology
- 2 The student executes a research project: the student starts from defining the target group, selecting them, postulating questions
- 3 The student executes a research project: the student selects the appropriate research technique and runs the analysis
- 4 The student executes a research project: the student interprets and reports the research findings.

### Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

### Conditions for exam contract

This course unit cannot be taken via an exam contract

### Teaching methods

Demonstration, group work, lecture, seminar: coached exercises, online lecture, online seminar: coached exercises, online seminar: practical PC room classes

### Extra information on the teaching methods

- Lectures on theoretical concepts;
- Demonstrations and guided exercises during exercise sessions;
- Application of learned concepts in groupwork.

### Learning materials and price

- Slides (available on Ufora);
- Extra materials (available on Ufora);
- Textbook: P. De Pelsmacker en P. Van Kenhove, Marktonderzoek. Methoden en toepassingen.

### References

### Course content-related study coaching

The teacher guides the SPSS-exercises. Handouts are available on Ufora.  
It's always possible to ask for additional feedback. Students get feedback on their progress report during the group assignment.  
Example exercises will be discussed during the sessions.

### Evaluation methods

end-of-term evaluation and continuous assessment

### Examination methods in case of periodic evaluation during the first examination period

Written examination, skills test

### Examination methods in case of periodic evaluation during the second examination period

Written examination, skills test

### Examination methods in case of permanent evaluation

Assignment

### Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

### **Extra information on the examination methods**

The evaluation consists of: Part 1: application (group assignment: develop a questionnaire) and Part 2: Exercise: data analysis (Exam: skill test).

Part 1: Group assignment (develop a questionnaire): 40% of grade

Part 2: Exam (skill test): at PC, assess ability to analyse a dataset, apply methods, and to interpret output: 60% of grade.

### **Calculation of the examination mark**

Periodic evaluation (60%) and permanent evaluation (40%) You need to obtain 50% of points for each part individually (Part 1 + Part 2: cf. supra) to succeed for this course.

### **Facilities for Working Students**

-1- Group assignment

Students with a working status can opt for an individual assignment or can form smaller groups with working students (please contact the professor).

-2- Attending the lectures

All materials (slides and additional documents) are available through Ufora from the first lecture. I advise students to have a look at them.

Based on these materials, students can form an idea about the expectations for this course, and whether attending the lectures is warranted.

In the slides of the first lecture, additional information on the expectations and course contents is provided.

In the slides of the second part of the lecture, I refer to the corresponding book chapters.

The last parts of the course include the theory and analysis of data. Based on the statistical and analytical background of the students, students will need to assess the importance of attending these lectures.

Attendance is not obligatory but strongly recommended.