

SOC392 Methods of Data Analysis: Exploring Behavioural Sciences

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

Methods of Data Analysis is a comprehensive introductory course on the application of statistical tools in social science research. Students will develop a fundamental understanding of quantitative data analysis techniques used by social researchers in a variety of research contexts, like survey, field and laboratory experiments. The types of statistical tests covered in the course include: correlations, within- and between-subjects t-tests and analysis of variance (ANOVA), simple regression and chi-square statistic. Students will also learn the basics of the SPSS statistical software in performing quantitative data analyses.

Topics:

- Introduction to Statistics, Frequency Distributions and Central Tendency, Variability
- z-Scores: Location of Scores and Standardized Distributions. Probability and Samples. Introduction to Hypothesis Testing
- t Test for Independent and Related Samples
- Introduction to Analysis of Variance (ANOVA)
- Correlation and Regression
- Chi-Square Statistic

Textbooks:

Gravetter, F.J. & Wallnau, L.B.: Essentials of Statistics for the Behavioral Sciences (eText) (10th ed.). Wadsworth Cengage Learning.
ISBN-13: 9780357035580

Learning Outcome:

- Examine core concepts of statistics and data analysis, as well as statistical tests that apply to social science research
- Formulate hypotheses
- Apply statistical software or formulas
- Analyse data obtained from experiments or survey research
- Interpret statistical results and report them in APA format
- Recommend suitable statistical tests or research designs for specified research studies

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	1
	PRE-CLASS QUIZ 2	1
	PRE-CLASS QUIZ 3	1
	PRE-CLASS QUIZ 4	1
	PRE-CLASS QUIZ 5	1
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	25
Overall Examinable Components	Written Exam	50
Total		100