UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative and Qualitative Methodologies for Social Research

2223-1-F4901N101

Aims

Knowledge and understanding

This is an introductory course to the basic kit of social research. The course will help students to develop basic skills to read, collect and analyse quantitative and qualitative data about territory and tourism.
Applying knowledge and understanding
The course familiarises students with the principles and techniques of quantitative and qualitative research (observation, interview, documentary analysis) for designing and conducting their individual research projects about territory and tourism.

Contents

The course focuses on the following topics:

paradigms of social research, research design, quantitative techniques, qualitative techniques, introduction to quantitative and qualitative data analysis.

Detailed program

The course focuses on these main topics: the

logic of social research, data collection, quantitative data analysis, analysis of secondary data. The student will work with examples drawn from real data about territory and tourism.
The course aims also to overview the wide array of methods in qualitative research (observation, interview, documentary analysis).
The importance of those methods in tourism and territory research will be illustrated and student's ability to design their own research projects will be improved.

Prerequisites

Ability of learning, writing and oral

communication.

Teaching form

Lessons and exercises.

IMPORTANT NOTICE

In response to the evolving health emergency,

the methods for delivering the lessons may be changed.

Textbook and teaching resource

1) de Lillo A., Arosio L., Sarti S., Terraneo M., Zoboli S., "Metodi e tecniche per la ricerca sociale", Pearson, Milano, 2011 (capp. 1, 3, 4, 5; inoltre cap. 6 –solo par. 6.1 e 6.2-, e cap. 7- solo par. 7.1, 7.2, 7.3);

2) de Lillo A. (a cura di) "Il mondo della ricerca qualitativa", Torino, Utet, 2010 (capp. 1, 2, 3, 4, 5, postfazione);

3) Arosio, L. "L'analisi documentaria nella ricerca sociale: metodologia e metodo dai classici a Internet" Milano Franco Angeli, 2013

Semester

Second semester

Assessment method

Written test, with optional oral exam (at the request of the teacher or student).

The compulsory written test consists of open questions on the entire exam program, with open questions aimed at verifying the knowledge of key concepts, the ability to create links among topics, the ability to apply the concepts in the understanding of social phenomena.

The optional oral exam will consist of an interview to verify the knowledge of all the contents and will focus on the entire exam program.

IMPORTANT NOTICE

Examination procedures may be subject to change due to the evolution of the health emergency.

Office hours