UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative and Qualitative Methodologies for Social Research

2425-1-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, practices for the dissemination of research results.

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.
A focus will be placed on the practices of sharing research results, including innovative forms of knowledge dissemination..

Prerequisites

Ability of learning, writing and oral

communication.

Teaching form

The course consists of 56 hours, approximately 60% of which are delivered through traditional teaching methods (lectures using slides, audio, and video) and 40% through interactive teaching methods (discussions, exercises, group work, presentation of case studies).

The course allows for up to a maximum of 30% of the hours to be conducted remotely (synchronous or asynchronous).

Language: Italian

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, 6, postfazione);

3) Arosio, L. "La Celebrante. Racconti dal tempo futuro" Viterbo Utterson, 2024.

Semester

Second semester

Assessment method

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

The mandatory written exam consists of open-ended questions covering the entire exam syllabus. These questions aim to verify the acquisition of fundamental concepts, the ability to make connections, and the ability to apply concepts to the analysis of social phenomena.

The optional oral exam will consist of an interview to assess the knowledge and depth of understanding of the content and will cover the entire exam syllabus."

Office hours

Please send a mail to laura.arosio@unimib.it

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY