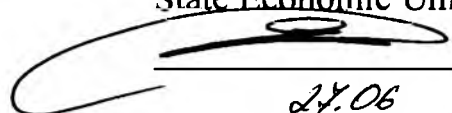


Educational Institution  
“Belarus State Economic University”

APPROVED

First pro-rector

Educational Institution “Belarus  
State Economic University”

  
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*24.06* 2022  
Registration № *5152-22/41*

**Methodology and Methods of Sociological Researches**  
(in English)

Syllabus of higher education institution for the major 1-23 01 02 Linguistic support  
of intercultural communications (according to areas)

2022

The syllabus is based on the curriculum of a higher education institution for the major 1-23 01 02 “Linguistic support of intercultural communications (according to areas)” (direction of major 1-23 01 02-05 “Linguistic support of intercultural communications (foreign economic relations)”, specialization 1-23 01 02-05 02 “Communication technologies in business”, registration № 52P-13 dated 10/18/2013

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**RECOMMENDED FOR APPROVAL:**

By the Department of Economic Sociology and Psychology of Entrepreneurship of the educational institution “Belarus State Economic University”

(minutes № 9 dated 06 May, 2022).

Scientific and Methodological Council of the educational institution “Belarus State Economic University”

(minutes № 7 dated 15.06. 2022).

## EXPLANATORY NOTE

The given syllabus is designed to teach the academic subject “Methodology and Methods of Sociological Researches” that is an option subject of a cycle of special subjects in the curriculum for training specialists of I level of higher education in the direction “Linguistic support of intercultural communications (foreign economic relations)”. The academic subject “Applied Sociology” is taught in English. It relies on the knowledge gained by students in study of “Sociology”, “Sociolinguistics” and “Public Relations” as well as on the knowledge of English.

The methods of sociological science are widely used in social governance to take decisions that affect interests of various strata of society. The results of sociological surveys are regularly published on the pages of newspapers and magazines, or heard in TV- and radio programs. Not a single new product appears on the store shelves without a sociological expertise of demand; not a single election campaign is complete without a sociological study of the population’s electoral preferences, identification of various political forces’ ratings, their leaders etc.

In this regard, specialists of various professions have a growing need for obtaining the necessary minimum of sociological knowledge, mastering basic methods and techniques of conducting applied sociological research, interpreting and generalizing the results obtained. The academic subject “Methodology and Methods of Sociological Researches” helps future specialists in communication technologies in business to obtain such knowledge and develop the necessary competencies.

The academic discipline is focused on teaching students the basics of methodological and methodic-procedural support for sociological research: learning the principles of the sociological research methodology and development of a research design; mastering the methods for collecting and analyzing empirical data. The structure of the discipline corresponds to the listed tasks: the first section is devoted to the working out the sociological research design, the second – to the methods for collecting sociological information, the third - to the analysis and interpretation of the research results.

The given discipline is to form a common methodological culture, master the basic principles of arranging and conducting a sociological research, ability to apply the data collection methods that correspond to the goals of a particular study, skills to arrange field work and analyze the received sociological information.

The **purpose of the academic subject** is to obtain the knowledge of methodology and methods of sociological researches necessary to solve social and multicultural problems of society and develop competencies to conduct an applied sociological research.

**Objectives of the academic subject** are to:

- develop an idea of sociological research as a single and holistic process of obtaining and substantiating a reliable research result;
- reveal the structure of the sociological research design, the content of its main parts and the procedure for its construction;

- give an understanding of the place and role of theories, conceptual apparatus in sociological research;
- give an understanding of the methods for collection, analyzing and processing of sociological research data;
- develop a design and carry out an applied sociological research followed by the analysis of the obtained empiric data.

As a result of learning the given academic subject, the student must *know*:

- 1) theoretical and methodological grounds of applied sociological research;
- 2) structure of sociological research and content of all its stages;
- 3) characteristics and functionality of modern methods of sociological research;
- 4) specificity of applying methods in empirical sociological research;
- 5) modern approaches to processing the collected empirical data and analyzing the results;

- 1) проводить анализ полученных результатов, интерпретировать их и оформлять результаты исследования в отчет и в виде PPT презентации,
- 2) презентовать результаты прикладного социологического исследования с последующей публичной защитой;

*be able to*:

- 1) develop a applied sociological research design;
- 2) select and justify the choice of research methods in accordance with the problem under study;
- 3) develop tools for collecting primary sociological information;
- 4) select an adequate technology for collecting and processing information and apply it in empirical research,
- 5) analyze the obtained data, interpret them and draw up the research results in a report and PPT presentation,
- 6) make a public presentation of the results of applied sociological research;

*possess*:

- 1) method of critical analysis of the results of study of a social problem;
- 2) skills of independent search, selection and analysis of sociological information on the problems of applied sociology;
- 3) skills of professional communication.

Mastering the academic subject “Applied Sociology” should result in development of the following groups of competencies:

- academic competencies:

- 1) AC-1. Be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems.
- 2) AC-4. Be able to work independently.
- 3) AC-6. Possess an interdisciplinary approach to problem solving.
- 4) AC-7. Have skills to use technical devices, manage information and work with computer.
- 5) AC-8. Possess verbal and written communication skills.

- social and personal competencies:

1) SPC-5. Be capable of criticism and self-criticism.

2) SPC-6. Be able to work in a team.

3) SPC-7. Have a system of knowledge about social reality and about yourself.

4) SPC-11. Have experience in public communication.

5) SPC-12. Have experience in carrying out the professional activities of an assistant-translator in accordance with the moral code of the translator, reflecting patriotic and ethical standards of behavior.

6) SPC-13. Be capable of critical thinking.

- professional competencies:

1) PC-4. Implement the required role repertoire within the profession.

2) PC-5. Have an ability to convince.

3) PC-6. Possess skills of public speech in the native language and in at least two foreign languages.

4) PC-7. Be able to adequately interpret the communicative behavior of representatives of another culture.

5) PC-8. Carry out all types of interpretation and translation from a foreign language into a native language and from a native language into a foreign one.

6) PC-9. Analyze arising translation difficulties.

7) PC-10. Find the best ways to overcome inter-language and intercultural barriers in various translation situations.

8) PC-11. Work independently with modern sources of information and use modern technologies in the translation process.

9) PC-12. Develop strategies and tactics for negotiation, strategies and tactics for working in the context of inter-language and intercultural communication.

10) PC-13. Implement modern approaches to organizing the work of a translator in practice.

11) PC-14. Carry out information and analytical activities that ensure effectiveness of intercultural, inter-lingual communication in one of the following areas: a) foreign economic relations; b) foreign policy relations; c) public relations; d) information services; e) international tourism.

12) PC-15. Work with specialized literature; analyze and evaluate the collected information, form information and analytical databases.

13) PC-16. Prepare reports, materials for presentations and use global resources.

14) PC-17. Analyze the content and interpret texts of various orientations.

15) PC-23. Develop and make professional decisions, correct own activities and activities of other participants in the process of intercultural communication.

In the course of studying the academic subject the students learn more details of the theoretical provisions set out in lectures, and in practical classes they get the opportunity to independently analyze the material and perform practice-oriented tasks on study problems. Results of questioning (control questions, tests, written assignments), simulation assignments in practical classes, guided independent

work and well conducted applied sociological research are used to assess quality of knowledge assimilation and development of necessary competencies.

Rating, credit-modular systems for assessing the students' educational and research activities, variable models of controlled independent work are used to manage the educational process and organize control and assessment activities.

The mode of education is full-time.

The total number of hours of the given academic subject is 90, of them classroom hours are 60, including 30 hours for lectures, 30 hours for practical classes. The form of current attestation is a credit test.

# **CONTENT OF EDUCATIONAL MATERIAL**

## **PART 1. THEORETICAL AND METHODOLOGICAL GROUNDS FOR SOCIOLOGICAL RESEARCH**

### **Topic 1.1. Applied sociological research**

The need for up-to-date information necessary for making management decisions. Understanding of sociological research. The methodological role of theory in a sociological research.

Types of sociological research. Theoretic and empiric, fundamental and applied research. Qualitative and quantitative research. Pilot, descriptive and analytical research. Monographic, complete and sample research. One-point and repeated / longitudinal research.

Applied sociological research and its stages.

### **Topic 1.2. Development of sociological research design**

Understanding a research design and its importance for an applied sociological research (ASR). Research design structure.

Methodological part of the ASR design. Relevance of the general problem. Justification and wording of the research problem. Object and subject of sociological research. Preliminary system-based analysis of the object under study. Target population and its characteristics. Wording of the goal and objectives of the study. Research hypotheses and their types. Basic concepts, their interpretation and operationalization.

Methodic-procedural part of the ASR design. Understanding of a random sample and its structure. Choosing research instruments. Justification of methods for collecting, processing and analyzing the information in a sociological study. Work schedule and assignment of responsibilities.

### **Topic 1.3. Measurement in sociology**

Sources of sociological information. Measurement in a sociological research. Social indicators and indicators in a sociological research.

Understanding of measurement level and scaling. Measuring qualitative and quantitative data. Scales and indices in a sociological research. Classification of scales. Requirements for construction of scales. Typical mistakes in construction and use of scales.

Measurement reliability and validity. Scale reliability control methods.

### **Topic 1.4. Statistical and sociological aspects of sampling**

Methods of embracing the study phenomenon in a sociological research. Sample research methods: monographic, complete, sample.

Sampling method in a sociological research and its basic concepts: target population and random sample, distribution, sampling error. Statistical and systematic error.

Probabilistic sampling methods: simple random sampling; systematic, cluster and stratified sampling; multistage and combined sampling methods. Non-probabilistic sampling methods: convenience / accidental, quota, snowball, judgmental.

Calculation of the random sample size. Representativeness of the random sample.

## **PART 2. METHODS FOR DATA COLLECTION IN SOCIOLOGICAL RESEARCH**

### **Topic 2.1. Survey methods for collecting empirical information: questionnaire survey**

Survey as a method for collecting primary sociological information, its main purpose and scope. Forms of surveys (face-to-face, group, mail, telephone, online, etc.).

Types of survey. Questionnaire survey, its advantages and disadvantages.

Questionnaire as a tool. Layout and structure of the questionnaire.

Question as a research tool in a sociological survey. Succession of questions in the questionnaire. Building blocks of questions.

Types of questions: open-ended and closed-ended questions. Types of closed-ended questions: semi-closed, multiple choice, scaled, alternative ones. Types of questions by function: direct, indirect, controlling, filter and trap questions.

Requirements for wording questions. Features of wording questions relating to sensitive topics. Forms of recording options to closed questions. The problem of those who did not respond and ways to solve it.

### **Topic 2.2. Survey methods for collecting empirical information: interview survey, expert survey**

Interview survey as a kind of survey. Advantages and disadvantages of the method. Types of interview surveys (formalized in-depth, focused etc.). Requirements for the interviewer. Interaction specificity between the respondent and interviewer. Problem of data processing and analysis.

Focus-group as a kind of interview survey. Focus group procedure. Role and functions of the moderator of group discussion.

Expert survey as a kind of survey: purpose, advantages and disadvantages. Methods for selecting experts. Expert survey modes. Making a group decision in the process of examination. Reliability of expert assessments.

### **Topic 2.3. Survey methods for collecting empirical information: socio-metric survey**

Socio-metric survey and procedure for its conducting in small groups.

Socio-metric tools: socio-metric questionnaire, socio-metric test, socio-matrix and socio-gram. Socio-metric test: purpose and scope. Types of socio-metric choices. Criteria for socio-metric choices.



Specificity of processing and analyzing socio-metric tests. Main indicators of socio-metric results. Individual and group indexes. Types of interpersonal relationships.

Conception of social networks and methodological principles of their study. Methods for analyzing network structures.

**Topic 2.4. Non-survey methods for collecting empirical information:  
document analysis**

Document analysis as a non-survey method: its features, advantages and disadvantages. Documentary base of sociological research. Document as an object of analysis. Types of documents.

Peculiarities of analysis of qualitative and quantitative information. Types of document analysis: traditional and formalized.

Understanding of content analysis. Programming and procedure for conducting content analysis. Main stages and criteria for selection of documents. The principle of formalization and statistical significance.

Content analysis categories, coding units / units of analysis, context units and units of account. Construction of a coding sheet, tally sheet, code category and frequency list.

**Topic 2.5. Non-survey methods for collecting empirical information:  
sociological observation**

Observation as a method for collecting primary sociological information. Types of observation (covert and overt, participant and non-participant, field and laboratory, systematic and non-systematic).

Participant observation. Arrangement and ethics of participant observation. Typical mistakes in observation.

Observation tools (cards, protocols, diaries) and their construction. Use of technical means of registration of primary information.

**Topic 2.6. Non-survey methods for gathering empirical information:  
experiment in sociology**

Social experiment and its scope in sociology. Advantages and disadvantages of the method. Basic requirements for the experiment. Types of social experiments (scientific and practical, natural, laboratory and simulation).

Understanding of test (experimental) and control group. Methods for their selection. Dependent (factor) and independent (neutral) variables. Experimental data processing. Representativeness of experimental results. Typical mistakes and difficulties in applying the method.

**PART 3. SOCIOLOGICAL RESEARCH RESULTS**

**Topic 3.1. Processing and analysis of data in sociology**

Types of data in a sociological research. Types of data analysis of sociological research. Primary coding of information: transcription of non-verbal and verbal

information into textual, graphic form. Procedures for the nomination and classification of generalized social features.

Kinds of quantitative (statistical, non-statistical) and qualitative (functional, structural, genetic, systemic) analysis.

Quantitative approach: stages and procedures for primary processing of data obtained in an applied sociological research. Cleaning (editing) questionnaires. Correction of errors. Coding of information. Data processing with a computer. Software for computer processing of sociological information. Standard processing programs: Vortex program package, SPSS and Statistica, UCHINET et al. Statistical and non-statistical methods for summarizing and explaining the data.

Methods for quantitative analysis of empirical data: univariate, bivariate and multivariate statistical analysis, correlation, cluster, factor analysis etc.

Distribution tables of the obtained data. Absolute and relative frequency. Understanding of dispersion, mode, median and arithmetic mean.

Visualization of the obtained empirical data: tables, graphs, diagrams.

Basic procedures of data processing and analysis in qualitative research. Primary coding of information: transcription of non-verbal and verbal information into textual, graphic form. Procedures for nomination and classification of generalized social characteristics.

Procedure for explaining the research results. Transfer from indicators to indices. Development of indices, scale assessments. Developing typologies. Ranking by importance. Assessment of research results.

### **Topic 3.2. Reporting research findings**

Logic of building a report. Data generalization and presentation of results. Transfer from the particular to the general as a process of making grounds for the answer to the main hypothesis of research.

Structure of report. Justification and content of the relevance of the study problem. Purpose of the study as its most general result. Characteristics of the object and subject of research. Theoretical and methodological foundations of the study. Substantiation of answers to research hypotheses. General conclusions based on the research results. Appendix to the report.

Understanding of recommendations. Requirements for development of recommendations: compliance with the problem and research results; concreteness; feasibility; material and organizational insurance; realism.

Preparation and submission of ASR report. Methods for presenting research results to the customer.

Preparation of PPT presentation of research results.

**EDUCATIONAL-METHODOLOGICAL MAP**  
**academic subject “Applied Sociology”**  
**full-time higher education**

Number of part, topic	Part, topic	Number of hours							Other	Attestation mode	
		Lectures	Practical classes	Seminars	Laboratory classes	CEW Number of hours					
						L	PC	Lab			
1	2	3	4	5	6	7	8	9	10	11	
1	<b>Theoretical and methodological grounds for sociological research</b>	12	10								<b>Test on part 1</b>
1.2	Applied sociological research	2	2						PPT presentation	Reports, making groups, determining the ASR type and its topic	
1.3	Development of sociological research design	4	4						PPT presentation	Oral questioning, development of ASR design, its discussion and assessment in the group	
1.4	Measurement in sociology	3	2						PPT presentation	Reports, practical assignments to determine a scale for measurement	
1.5	Statistical and sociological aspects of sampling	3	2							Reports, practical assignments to calculate a random sample Test 1	
2	<b>Methods for collection data in sociological research</b>	14	12							<b>Tests on part 2</b>	
2.1	Survey methods for collecting empiric information: questionnaire survey	4	4						PPT presentation	Interactive questioning, development of the ASR questionnaire, wording of questions	
2.2	Survey methods for collecting empiric information: interview survey, expert survey	2	2						PPT presentation	Development of the topic guide, interview and focus group simulation	
2.3	Survey methods for collecting empiric information: socio-metric survey	2	2						PPT presentation	Development of socio-metric test, socio-metric simulation Test 2	
2.4	Non-survey methods for collecting empiric information: document analysis	2	2						PPT presentation	Oral questioning, content analysis of a text	
2.5	Non-survey methods for collecting empiric information: sociological observation	2	2						PPT presentation	Interactive questioning. Test 3	
2.6	Non-survey methods for collecting empiric information: experiment in sociology	2									

3	<b>Sociological research results</b>	4	8							<b>Public presentation of ASR results and their discussion in group</b>
3.1	Processing and analysis of data in sociology	3	4						PPT presentation	Oral questioning, consultation on the ASR data visualization
3.2	Reporting research findings	1	4						PPT presentation	Public presentation of the ASR results and their discussion in group
	<b>TOTAL</b>	<b>30</b>	<b>30</b>							<b>credit test</b>

# INFORMATIONAL AND METHODIC PART

## LITERATURE

### Main sources

1. Dyatlov, A. V. Empiric sociological research : textbook / A. V. Dyatlov, A. M. Shapovalova ; South federal university. – Rostov-on-Don ; Taganrog : South federal university, 2019. – 106 p. : ill. – Mode of access: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=598551> (date of access: 25.04.2022). – Bibliography in book. – ISBN 978-5-9275-3342-8. – Text : electronic.

2. Isaev, B. A. Sociology: a textbook for universities: for students of higher educational institutions studying in all areas / B. A. Isaev. – 2nd ed., correct. and add. – Moscow : Yurayt, 2021. – 194, [1] p. : ill. – (Higher education).

3. Klimantova, G. I. Methodology and methods of sociological research: textbook / G. I. Klimantova, E. M. Chernyak, A. A. Schegortsov. – 4th ed., ster. - Moscow : Dashkov i K°, 2021. – 256 p. : tab. – (Educational publications for bachelors). – Mode of access: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=684292> (date of access: 04/25/2022). – Bibliography: p. 212-214. – ISBN 978-5-394-04368-0. – Text : electronic.

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5. Sociology. Fundamentals of general theory: textbook / otv. ed. G. V. Osipov, L. N. Moskvichev. – 2nd ed., correct. and add. – Moscow : Norma : INFRA-M, 2020. – 912 p. – ISBN 978-5-91768-597-7. – Text : electronic. – URL: <https://znanium.com/catalog/product/1064137> (date of access: 04/25/2022). – Access mode: by subscription.

### Additional sources

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5. Kuchko, E. E. Methodology and methods of sociological researches / E. E. Kuchko, S. N. Burova, L. V. Filinskaya. – Minsk : BSU, 2018. – 251 p.
6. Nasledov, A. IBM SPSS Statistics 20 and AMOS. Professional statistical data analysis / A. Nasledov. – St. Petersburg : Peter, 2013. – 416 p.
7. Crano, W. D. Principles and Methods of Social Research: 3rd ed. / W. D. Crano, M. W. Brewer, A. Lac. – Routledge, 2015. – 505 p.
8. Mishra, S. B. Handbook of Research Methodology / S. B. Mishra, S. Alok. – Educreation, 2017. – 167 p.
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## PROTOCOL OF APPROVAL OF THE HEI SYLLABUS

Academic subject to be matched	Department	Proposals for changes in the content of the syllabus in the subject under study	Decision made by the department that developed the syllabus (indicating the date and number of the minutes)
Public Relations	Intercultural Economic Communication	<p style="text-align: center;"> <i>14/1/21</i> <i>Dr. J. ✓</i>  <i>28.04.2022</i> </p>	<p style="text-align: center;">           Minutes No <u>9</u>            dated <u>06 May</u> 2022         </p>

## ADDITIONS AND AMENDMENTS TO THE HEI SYLLABUS

for 20\_\_/20\_\_ academic year

№	Additions and amendments	Grounds
1		

The syllabus is revised and approved at the meeting of the Department of Economic Sociology and Psychology of Entrepreneurship (Minutes № \_\_ dated «\_\_» \_\_\_\_\_ 20\_\_).

Head of department,  
Candidate of sociological sciences, associate professor

I.V. Lashuk

APPROVE  
Faculty Dean

Yu.A. Shavruk