



A Survey of Social Science Research Methods

社會科學研究方法概論

IDAS # 265769001 | IMAS # 926812001

Fall 2025 | Intensive 6-week Course | Oct 28 - Dec 2

Instructor	Jacob Reidhead	Class Time	T 2-5pm
Email	reidhead@g.nccu.edu.tw	Classroom	271201
Office #	綜合North Wing 13F	Office Hours	T & Th 10am-12pm
Instructor Site	https://seouljake.com/	Course Site	Google Drive

1. Introduction

Content

Analysts and academics will encounter a broad range of methods throughout their careers. The more methods they are familiar with, the better they will understand and evaluate others' work, and the more tools they may apply to their own research. This 1-credit seminar will review four categories of research methods:

- experiments, statistics, historical comparative analysis, ethnography

We will also discuss applications of these methods which are popular in dissertation research:

- conjoint experiments, opinion surveys, media and social media analysis, socioeconomic and political statistics, historical and comparative case studies, interviews

Audience

This course was created with IDAS students in mind. PhD and MA students from other graduate programs are welcome to join.

Pre-requisites

No prerequisites and no prior coding experience are required.

2. Organization

Course Activities

In class, students will actively participate in seminars. Out of class, students will work individually or in teams to implement research tasks

Course Google Folder

All course materials may be accessed in the seminar Google Folder. The folder will include:

- Seminar syllabus
- Lecture Slides and Worksheets
- Texts and Assigned Readings
- Sample Code and Data

Student Google Folders

In order to manage tasks and grading, students will:

- Create a course folder on their personal Google Drive
- Share edit access with the instructor
- Upload all tasks to this folder for the instructor to access, grade and provide feedback

3. Assessment

Grades

Assessment	Details	Points
Attendance	6 seminars x 10 points	60
Tasks	4 tasks x 10 points	40

Tasks

A simple task will be assigned after four of the six seminars. The instructor will provide sample data and code, whenever relevant. Students will have one week to adapt any code, complete the task, and upload it to their course folder. Each of the four tasks will be graded out of 10 points, for a total of 40 points.

4. Materials

Texts & Assigned Readings

- Required Text
 - ...
 - ...
 - King, G., Keohane, R. O., & Verba, S. (2021). *Designing social inquiry: Scientific inference in qualitative research*. Princeton university press.
- Optional texts will be recommended in advance of tasks and seminars.

5. Policies

Grading Scale

The grading scale for this course follows the system typically used at NCCU.

Extra Credit & Revisions

I rarely offer extra credit. However, if extra credit is offered, it will not be arbitrarily offered to individual students, but systematically offered to all students equally.

If a class collectively performs poorly on a particular assignment, I may extend the deadline and offer students the opportunity to revise and resubmit their assignments.

Academic Integrity

NCCU requires all students to adhere to high standards of integrity in their academic work. No type of academic misconduct (including but not limited to plagiarism, cheating, or lying to the professor) will be tolerated in this class and may result in penalties including but not limited to scores of 0 on assignments and forfeiture of extra credit points. Instances of academic misconduct will be referred directly to the appropriate disciplinary committee. For full information on these matters, please refer to the NCCU catalog or official website.

Generative AI

Students are encouraged to use generative AI to augment any aspects of all assignments including literature reviews, coding, team videos and the research poster. If AI-generated results do not fully satisfy assignment criteria, some human intervention may be required in order to complete the assignment and receive full credit.

6. Schedule

Seminar	Concepts	Methods
<p>Experiments</p> <p>Week 1 Tues Oct 28</p>	<ul style="list-style-type: none"> Experimental Logic & Natural Sciences Manipulation & Measurement Internal & External Validity Randomization & Controls Within Subjects & Between Subjects Experiment Designs Non-Randomized, Non-Controlled Experiments: Quasi Experiments, Field Experiments, Natural Experiments 	<ul style="list-style-type: none"> Survey Experiments Conjoint Experiments Policy Experiments Field Experiments
<p>Statistics 1: Variables</p> <p>Week 2 Tues Nov 4</p>	<ul style="list-style-type: none"> Concepts, Variables, Measures Categorical & Continuous Variables Variable Transformations & Indexes Univariate Bar Plots & Histograms Table of Summary Statistics Bivariate Tables & Plots 	<ul style="list-style-type: none"> Opinion/Attitude Surveys News Media Analysis Social Media Analysis Socioeconomic and Political Longitudinal Studies (Waves, Panels)
<p>Statistics 2: Inference</p> <p>Week 3 Tues Nov 11</p>	<ul style="list-style-type: none"> Pearson Correlation & Rank Correlation Two-Sample Tests (z,p,F) Linear and Logistic Regression Variable Coefficients and P-Values Diagnostics of Model Fit Interaction Effects Predicted Probabilities & Profile Plots 	
<p>Historical Comparative Analysis</p> <p>Week 4 Tues Nov 18</p>	<ul style="list-style-type: none"> Mill's Method of Similarities & Method of Differences Ideal Types Research Designs Process Tracing Types of Evidence in HCA 	
<p>Historical Comparative Analysis</p> <p>Week 5 Tues Nov 25</p>	<ul style="list-style-type: none"> Research Design and Case Selection Workshop 	<ul style="list-style-type: none"> 2-Case Comparison 2x2 Factorial Design 2-Period Comparison Single Case Study
<p>Ethnography</p> <p>Week 6 Tues Dec 2</p>	<ul style="list-style-type: none"> Interpretivist vs Positivist Perspectives Profiles & Profile Analysis Experience Map / Empathy Map Interview Skills Ethical Dilemmas of Ethnography Digital Methods & Online Communities 	<ul style="list-style-type: none"> Interviews Micro-Community Participant Observation On-The-Job Participant Observation Digital Ethnography Online Community Study