

Empirical Social Research

Dr. Ramon Leemann



Assessment brief

- 6 groups of 4 – 6 students each
- Each group will present one topic.
- Each group will upload **one** PowerPoint presentation to moodle. That file must be named according to the following pattern: «NumberOfClass»_«NumberOfGroup»_ «TitleOfPresentation»
«1_4_Surveys and questionnaires» means: Class one, group 4, the presentation is called Surveys and questionnaires.
- Each student will upload one clip of him- or herself. The duration of each clip will be no more and no less than **2 minutes**.
The clip **must be named** according to the following pattern:
«NumberOfClass»_«NumberOfGroup»_«NumberOfPresentation»_«NameOfStudent».
«2_3_5_Leemann» means: Class two, group 3, 5th clip of group 3 by a student called Leemann.
- Upload the clip and the PowerPoint presentation to moodle.
- Deadline: **Monday, 11 May 2020, 12 o'clock.**

Assessment brief

- Assessment Criteria:
 - Formal Aspects
 - Structure
 - Use of Media
 - Rhetoric
 - Nonverbal Behaviour
 - Time Management
 - Content
 - Understanding of the task
 - Completeness of information provided
 - Quality of information provided
 - Orientation towards audience
 - Results / conclusions

Assessment brief

- Topics

- Group 1 Research approaches: Deduction / induction; qualitative and quantitative research
- Group 2 Research Strategies: Case study, experiment
- Group 3 Research strategies: Survey, types of surveys, questionnaires
- Group 4 Probability sampling methods: Simple random sampling, systematic random sampling, stratified sampling, cluster sampling
- Group 5 Non-probability sampling methods
- Group 6 Qualitative data collection tools: Interviews

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Thank you very much for your attention.

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