

STRATEGIES FOR STUDYING INDIVIDUAL AND GROUP BEHAVIOR

Number of credits: 4 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

Instructor: Valeria Frants, Associated Prof., PhD

Office Phone: +7-343-295-12-57

E-mail: val-franc@yandex.ru

Course description

The purpose of discipline is to prepare students for independent scientific research using sociological research tools.

Problems of the discipline: to teach master students effectively choose the design and apply the tools of social research, depending on the research goals and objectives and to introduce modern innovative research techniques and learn to apply them, to demonstrate the algorithm of building new research methods, learn to critically evaluate the methods used in any social studies.

The course will be presented in lectures supplemented with PowerPoint presentations. Short questions, comments, and remarks from the students are welcome during the lecture. By the end of every lecture there will be a 10-12 minute period for questions and answers. In some cases there will be a 10-12 minute role-play when students are encouraged to speak on behalf of a certain theoretical perspective.

Lectures and reading materials. Participating in the lectures and reading the assigned papers are the most essential parts of the course. All enrolled students are therefore expected to participate in all lectures and read all assigned papers.

Seminars. The seminars are organized and conducted by the Instructor. The student performance at the seminars will be assessed based on three criteria: attendance, preparedness, and activity.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Week 1. Lecture 1. The main strategy of social research.

Week 2. Lecture 2. The main strategy of social research. The analysis of existing research.

Week 3. Seminar 1. The main strategy of social research.

Week 4. Seminar 2. The analysis of existing research.

Week 5. Seminar 3. The analysis of existing research.

Week 6. Seminar 4. The analysis of existing research.

Week 7. Seminar 5. The main problems of the application of research methods.

Week 8. Seminar 6. The main problems of the application of research methods.

Week 9. Seminar 7. The main problems of the application of research methods.

Week 10. Seminar 8. Development of new research methods.

Week 11. Seminar 9. Development of new research methods.

Week 12. Seminar 10. Development of new research methods.

Week 13. Seminar 11. Development of new research methods.

Week 14. Seminar 12. Development of new research methods.

Final exam

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Бузни Е. Н. История связей с общественностью: [учеб. пособие] / Е. Н. Бузни. — М.: Вузов-ский учебник: ИНФРА-М, 2011. — 191, [1] с. Бердников И. П. PR-коммуникации. Практи-ческое пособие [Электронный ресурс] / Бердников И. П. – М.: Дашков и Ко, 2010. – 105 с.
2. Кривоносов А. Д. Основы теории связей с общественностью: [учебник для студентов ву-зов, обучающихся по направлению подготовки (специальности) "Связи с общественно-стью"] / А. Д. Кривоносов, О. Г. Филатова, М. А. Шишкина. — СПб. [и др.]: Питер, 2012. — 375, [1] с.: ил.
3. Марков А. А. Связи с общественностью в органах власти : учебное пособие для студентов вузов, обучающихся по направлению подготовки (специальности) "Реклама и связи с об-щественностью" / А. А. Марков. — Москва : ИНФРА-М, 2014. — 188, [1] с.

Recommended reading

1. Букша К. С. Управление деловой репутацией. Российская и зарубежная PR-практика / К. С. Букша. — М. [и др.] : Вильямс, 2007. — 141, [1] с. : ил.
2. Гостенина В. И. Социология массовой коммуникации: [учеб. пособие для вузов по направ-лению подгот. (специальности) "Связи с общественностью"] / В. И. Гостенина, А. Г. Кисе-лев. — М.: Альфа-М: ИНФРА-М, 2012. — 350 с.
3. Грушин Б. А. Мнение о мире и мир мнений: Проблемы методологии исследования обще-ственного мнения / Б. А. Грушин. — М. : Политиздат, 1967. — 400 с.
4. Добреньков В. И. Методы социологического исследования : учебник : [для вузов по специ-альности 020300 "Социология"] / В. И. Добреньков, А. И. Кравченко ; Моск. гос. ун-т им. М. В. Ломоносова. — М. : ИНФРА-М, 2006. — 767 с.

5. Доценко Е. Л. Психология манипуляции: феномены, механизмы и защита / Е. Л. Доценко. — 3-е изд., испр. и перераб. — СПб. : Речь, 2003. — 304 с. : ил.
6. Политическая и партийная система современной России. (Москва, 2 октября 2009 г.) [Электронный ресурс]. — М. : Научный эксперт, 2009. — 368 с. — <URL: <http://www.biblioclub.ru/book/78316/>>.