PAPER III

TOOLS AND TECHNIQUE OF DATA COLLECTION-I

MAX MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
CREDITS: 6

Objectives:

To provide knowledge of sampling techniques, measurement and scaling methods and to develop an understanding of reliability, validity and measurement errors in research.

Course Outcomes:

After completion of this module, learners will be able to:

CO 1: Understand the concept and methods of sampling in social research.

CO 2: Gain knowledge of measurement levels and scaling techniques.

CO 3: Develop understanding of reliability and validity in research tools.

CO 4: Identify sources and types of measurement errors.

Section A

Unit 1: Sampling: Meaning, Importance and Steps

Unit 2: Basic Concepts in Sampling: Universe, population, sample; Sampling unit and frame

Unit 3: Probability Sampling Method and its types

Unit 4: Non-Probability Sampling Method and its types

Section B

Unit 5: Measurement Levels: nominal, ordinal, interval, ratio

Unit 6: Scaling: Likert, Thurstone

Unit 7: Meaning of Reliability and Validity

Unit 8: Measurement Errors

Suggested Readings:

1. Kothari, C. R. and Garg, G. (2019) Research Methodology: Methods and Techniques. New Age International Publishers
2. Kumar, C. R. (2011) Research Methodology. New Delhi: APH Publishing Corporation

3. Raj, Hans (2013) Theory and Practice in Social Research. Delhi: Surjeet Publication
4. Young, P. V. (1984) Scientific Social Surveys and Research. Prentice Hall India Learning Private Limited