

Course Syllabus

Quantitative Research Methods 7.5 Credits*, First Cycle

Learning Outcomes

Upon completion of the course, students will be able to:

Knowledge and Understanding

- Describe the basics of quantitative research (1)

Skills and Competences

- Formulate research questions and testable hypothesis appropriate for quantitative survey research (2)
- Plan and conduct quantitative survey research (3)
- Conduct a descriptive data analysis (4)
- Conduct an inferential data analysis (5)

Judgement and Approach

- Demonstrate understanding of ethical issues upon the conducting of a survey (6)
- Critically assess the quality of quantitative research (7)

Course Content

The course introduces students to quantitative research. The course is organised into two parts. In part one, the quantitative research paradigm is highlighted along with issues related to research ethics and research quality. Thereafter, emphasis is on survey research design as one of the most common quantitative research strategies. More concretely, typical steps in survey research design are presented and applied. In the second part of the course, various methods of data analysis are presented. The course includes exercises in descriptive and inferential statistical analysis using real world survey data. An important aspect of the course is to engage students in the identification of potential sources of bias related to survey design.

Assessment

Written exam (Outcomes 1, 2, 3, 4, 5) (2.5 credits)

Written and oral assignments (Outcomes 2, 3, 4, 5, 6, 7) (5 credits)

Forms of Study

Lectures, seminars and computer laboratories.

Grades

The Swedish grades A–F.

The grade is set by the examiner and is a weighted evaluation based on the results from all evaluated modules in the course. To achieve a grade higher than C, students must achieve the grade of C and higher in all the evaluated modules.

Prerequisites

60 credits

Other Information

Course replaces TR2004.

Subject:

Tourism Studies

Group of Subjects:

Tourism and Recreation Studies

Disciplinary Domain:

Social Science, 100%

This course can be included in the following main field(s) of study:

1. Tourism Studies

Progression Indicator within (each) main field of study:

1. G2F

Approved:

Approved 6 February 2020

Valid from 6 April 2020