**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**

**(Department of Sociology)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN “AIOU PLAGIARISM POLICY”.**

## Course: Methods of Social Research-II: Tools of Data Collection (9439)

## Level: BS Semester: Spring, 2025

## Please read the following instructions for writing your assignments. (AD, BS, B.Ed. MA/MSc, MEd) (ODL Mode).

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

## Total Marks: 100 Pass Marks: 50

**ASSIGNMENT No. 1**

**(Units: 9–13)**

Q. 1 Why is a well-thought-out study design crucial for the success of research? Also, explain the difference between validity and reliability in the context of a study design. **(20)**

Q. 2 Describe the potential biases that can arise from using different data collection tools, such as interviewer bias, response bias, or observation bias. How can researchers mitigate these biases to ensure accurate and reliable data? Illustrate your answer with specific examples. **(20)**

Q. 3 How does the structure of a questionnaire (e.g., closed vs. open-ended questions) influence the quality and depth of the data collected? **(20)**

Q. 4 How would the design of an interview schedule differ when collecting qualitative versus quantitative data? **(20)**

Q. 5Write notes on the following: **(10+10)**

i. Social Research Observation

ii. Focus Group Discussions (FGD) and Simulations

## Total Marks: 100 Pass Marks: 50

**ASSIGNMENT No. 2**

**(Units: 14–18)**

Q. 1 Compare and contrast qualitative and quantitative content analysis. What are the main differences in their approach to coding, categorizing, and analyzing data, and in what types of research would each approach be most suitable? **(20)**

Q. 2 Define and discuss the importance of scales of measurement (nominal, ordinal, interval, ratio) in social science research. How do these scales influence the types of statistical analyses that can be conducted with the data? **(20)**

Q. 3 Describe the typical structure of a social science report. How does following a clear organizational framework help the reader understand the research and its outcomes? **(20)**

Q. 4 “In social sciences, various methods of data analysis are used to interpret, organize, and derive insights from research data. These methods can be broadly categorized into qualitative and quantitative techniques, depending on the type of data collected and the nature of the research question.” Elaborate the statement. **(20)**

Q. 5In research, particularly in social sciences, tests are used to analyze data and make inferences about a population based on sample data. These tests are often used to assess hypotheses, relationships, and differences between variables. Provide an overview of different types of tests commonly used in social science research. **(20)**

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