

**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION**  
**Federal State Autonomous Educational Institution of Higher Education**  
**National Research Lobachevsky State University of Nizhny Novgorod**

APPROVED

by the decision of the Academic  
Council of the UNN Minutes of  
02.12.2024 № 10

**Working program of the discipline**

**METHODOLOGY AND METHODS OF SOCIOLOGICAL RESEARCH**

Level of higher education

**Training of scientific and scientific-pedagogical personnel**

Graduate program

**Sociology of Management**

Scientific specialty

**5.4.7 Sociology of Management**

Form of training

**Full-time**

Nizhny Novgorod

2025

## **1. Place and purpose of the discipline in the structure of the HPE**

The discipline "Methodology and methods of sociological research" refers to the number of mandatory disciplines of the educational component of the postgraduate program and is studied in the second year of study in the third semester.

*Objectives of the discipline:*

- to teach the effective use of modern methodology in a particular sociological study;
- to teach how to independently identify promising areas of research on the basis of effective study and critical reflection of domestic and foreign experience;
- To develop the ability to extrapolate the results of empirical sociological research into theoretical constructs and practical recommendations;
- To develop students' skills in organizing and conducting sociological research, including international comparative research;
- to develop skills in using the latest information technologies in designing and conducting sociological research.

## **2. Planned learning outcomes for the discipline**

A graduate who has mastered the program must

*Know:*

- perspective directions of development and topical tasks of research in fundamental and applied fields of sociology in domestic and foreign practice;
- principles of using mechanisms of forecasting and projecting of innovative development of social systems;
- current trends and achievements of domestic and foreign studies of the social structure of modern society, social processes and institutions;

*To be able to:*

- to use the mechanisms of forecasting and designing the innovative development of social systems;
- To determine promising directions of development and actual tasks of research in fundamental and applied fields of sociology on the basis of the study and critical understanding of domestic and foreign experience;
- Define prospective goals for the study of the social structure of modern society, social processes and institutions, and formulate the corresponding research tasks;
- to use modern instruments, equipment, information technology in the study of the social structure of modern society, social processes and institutions;

*Own:*

- skills to identify promising directions of development and current problems of research in fundamental and applied fields of sociology on the basis of studying and critical understanding of domestic and foreign experience;
- skills in using the mechanisms of forecasting and designing the innovative development of social systems.

## **3. Structure and content of the discipline.**

The volume of the discipline (module) is 1 s.e., total - 36 hours, of which 18 hours of contact work of a student with a teacher (seminar type classes - 18 hours), 18 hours is independent work of a student.

**Table 1**

Structure of the discipline							
Name of discipline section	Total, hours	Including					
		Contact work, hours					Independent work of the student, hours
		Lecture-type classes	Seminar-type classes	Laboratory-type classes	Advice	Total	
Section 1: Overview of Modern Sociological Methods of research	18		9			9	9
Section 2 International. comparative sociological studies	18		9			9	9
<i>including ongoing control</i>	1 hour						
<b>Intermediate attestation - credit</b>							
<b>Total</b>	<b>36</b>		<b>18</b>			<b>18</b>	<b>18</b>

**Table 2**

Content of the discipline				
No . n/a	Name of the discipline	Contents of the section	Form of the lesson .	Form of current control
1.	An Overview of Modern Sociological Research Methods	Modern Methods of Sociological Research; New Approaches to Organizing and to conduct a sociological study.	workshop	Discussion
2.	International comparative sociological studies	History and development of international comparative sociological research; Equivalence in comparative surveys; Problems of instrument quality control; Principles of international research organization; Ethics of cross-country research .	workshop	Discussion. Abstract. Practical work.

#### 4. Forms of organization and control of students' independent work

The process of studying the discipline "Methodology and methods of sociological research" provides for the following types of independent work: preparation for seminars, writing an essay, and preparation for the test.

### *Guidelines for students in preparation for the seminar sessions*

#### Order of work:

1. Read a summary of the lesson.
2. Read the recommended literature.
3. Familiarize yourself with the methodology of the next seminar session. If necessary, prepare an oral presentation.

#### Examples of preparation questions:

1. How does the sociologist interact with clients?
2. How does the sociologist interact with third parties involved in the project?
3. How is the coordination of project documentation with the customer?
4. Types of reporting material depending on the type of sociological research.

*Summary.* To organize the control of the first section of the discipline students are offered to perform an essay. The topic of the essay is formulated in consultation with the supervisor and may correspond to the topic of the dissertation research, then it is considered and approved by the head of the class on the methodology and methodology of sociological research, who also provides constant advice during the preparation of the essay.

To organize the control of the second section of the discipline *a practical work* on the compilation of tools for conducting an international comparative sociological study is offered. The topic may also partially correspond to the topic of the graduate student's dissertation research.

## **5. Assessment tools for certification of the discipline**

### **1.1. Criteria and procedures for assessing learning outcomes in the discipline**

The following basic criteria are taken into account for all work:

- the level of theoretical knowledge (not only the formal reproduction of information, but also the understanding of the subject, which is confirmed by correct answers to additional, clarifying questions posed by the committee members);
- Ability to use theoretical knowledge in the analysis of specific problems and situations;
- quality of presentation, i.e. the validity, clarity, and logic of an answer, as well as its completeness (i.e. its content, not excluding conciseness);
- the ability to make intra- and interdisciplinary connections,
- originality of thought, familiarity with additional literature, and other factors.

Intermediate attestation on the results of mastering the discipline takes the form of credit. The test is carried out in the oral form and consists of the answer to the control questions and the subsequent interview within the framework of the discipline. When scoring in addition to the completeness of the answer to the questions, also take into account the results of the assessment of the works submitted by the student in the control of current progress.

The grade is given on a two-digit scale: "failed", "passed".

### ***Description of the grading scale at the interim certification in the form of credit***

<b>Evaluation</b>	<b>The level of preparedness, characterized by the assessment</b>
-------------------	---

<i>Credit</i>	mastery of program material, understanding of the essence of the processes and phenomena under consideration, ability to independently identify problem situations in the organization of scientific research, ability to critically analyze and compare existing approaches and methods to assess the results of scientific activity, fluency in sources, ability to clearly and concisely state the results of their own work, follow the norms accepted in scientific discussions.
<i>Not read</i>	misunderstanding the meaning of key problems, insufficient knowledge of scientific terminology, inability to independently identify problem situations, inability to analyze and compare existing ones concepts, approaches and methods, the inability to clearly present the results of one's own work, and the inability to follow the norms accepted in scientific discussions.

## 1.2. Examples of typical control tasks or other materials used to assess the learning outcomes of the discipline

Prepare to discuss the main issues on the topics in the practical exercises in Unit 1, based on an analysis of the scientific literature.

Seminar discussion questions (Section 1):

1. How does the sociologist interact with clients?
2. How does the sociologist interact with third parties involved in the project?
3. What is the coordination of the project documentation with the customer?

com?

The same is true of the other.

4. Types of reporting material depending on the type of sociological research
5. Define the concept of a questionnaire survey.
6. How is the organization of work with information in a questionnaire study-
7. Tell us about the main methodological and technical methods of questionnaire research.

of the trail.

8. Describe the main types of questionnaire research.
9. Give the basic concepts of online research. Describe their typology.
10. What techniques are used when studying visitors to Internet sites?
11. How do social media and community user surveys happen?
12. What is an "instant survey"? Its advantages and disadvantages.
13. Describe the basic tools of online research.
14. Describe the limitations of extrapolating results from online research.
15. The problem of determining the general population in an instant online survey.
16. Sampling techniques for online research.
17. How are the tasks set when implementing a comprehensive analysis of the social situation?
18. Describe the limits of application and the specifics of the integrated approach.
19. The development of a comprehensive approach to the analysis of social situations.
20. What are the requirements for conducting a comprehensive analysis?
21. Describe the stages of a comprehensive analysis.

22. How does comprehensive analysis planning work?
23. What are the peculiarities of the network plan-schedule in the implementation of a comprehensive analysis?
24. Disclose the procedures for managing a complex sociological project.
25. What is the main problem of combining methods in research interviews, observation, focus groups, content analysis of documents, and sociological research using a questionnaire survey?
26. What is the relationship between the type of research and the mathematical methods of analysis used?
27. What is the problem with formulating sociological hypotheses in a thematic form?
28. What are the criteria for the quality of information in a comprehensive study?
29. Describe methods and techniques for combining information obtained using various techniques.
30. What are the requirements for writing analytical reports on complex application projects.
31. Describe the main types and forms of due diligence reports.
32. Describe the procedure for clarifying objectives and hypotheses tested by various investigative techniques.
33. What are the problems in combining the information obtained from focus groups and questionnaire surveys?
34. As a method of content analysis is used to process the results of focus groups?
35. Principles of constructing a sociological research toolkit with using a questionnaire survey based on the results of the focus group.
36. What methods are available to measure the significance of opinions expressed in focus groups?
37. Principles of structuring a questionnaire based on focus group data.
38. Technology of extended non-standardized interview in complex analysis of social situation.
39. What are the specifics of coding open-ended questions in sociological research and the algorithms for processing the results of the interview, depending on the strategy chosen?

*Discussion.* Prepare to discuss the main issues of Topic 1 in the practical exercises of Section 2 by analyzing the scientific literature.

Seminar discussion questions (Section 2):

1. Why is it necessary to write a report on the results of sociological research?
2. The main principles of drawing up a report on the results of sociological/marketing research. Domestic and foreign approaches.
3. How are informational and analytical materials and professional publications based on the results of sociological and marketing research prepared?
4. Types of illustrations of the report on the results of sociological research (graphs, diagrams, schemes, etc.). Requirements to their design.
5. Describe the procedure for presenting the results of the study, depending on the audience.

*Abstract.* The topic of the abstract must satisfy two requirements:

1. be determined by the field of scientific interests of the graduate student;
2. correspond to the content of the course.

The topic of the essay is formulated in consultation with the supervisor of the graduate student and may correspond to the topic of the dissertation research, then consider the topic of the dissertation.

The paper is approved by the head of the Sociological Research Methodology and Methodology

class, who also provides ongoing advice during the preparation of the essay.

Abstract - a written work of up to 20 printed pages. Structure of the abstract:

1. Title page.
2. On a separate page should be a table of contents (plan, content), which specifies the names of all sections (items plan) abstract and page numbers, indicating the beginning of these sections in the text of the abstract.
3. The introduction is 1.5-2 pages long.
4. The main part of the abstract one or more chapters (sub-items, sections) assumes a meaningful and logical presentation of the main provisions and ideas, their relevance, general scientific significance, novelty, ability to influence the research traditions. In the text are obligatory references to the primary sources of citation or retelling of the thought, idea, conclusions, numerical material, tables.
5. The conclusion contains the main conclusions, noting how the tasks were accomplished and whether the goals stated in the introduction were achieved.
6. The application may include graphs, tables, calculations.
7. The list of references indicates the literature used to write the abstract. The list is made according to the rules of bibliographic description.

*Practical work.* To organize the control of the second section of the discipline it is proposed to make a toolkit for an international comparative sociological study. The topic may also partially correspond to the topic of the graduate student's dissertation research.

The work consists of the following steps:

1. Creating a program of sociological research (taking into account cross-country specifics);
2. Writing a toolkit (questionnaire);
3. Translation of the questionnaire into English.

#### *Final standings*

1. Principles of Developing a Sociological Research Program
2. Rules for organizing the preparatory stage of the study.
3. Sampling in a quantitative study.
4. Online research.
5. Sampling in qualitative research.
6. Modern approaches to questioning.
7. Modern approaches to conducting in-depth interviews
8. Organizing a focus group.
9. The method of included observation.
10. The main methodological and technical methods of market research.
11. A comprehensive approach to sociological research.
12. The main principles of drawing up a report on the results of sociological/marketing research. Domestic and foreign approaches.
13. Principles of preparing information and analytical materials and professional publications on the results of sociological and marketing research.
14. Types of illustrations of the report on the results of sociological research (graphs, diagrams, schemes, etc.). Requirements to their design.
15. Peculiarities of the presentation procedure of research results depending on the audience of listeners

## 6. Educational and methodological and informational support of the discipline

### *(a) Basic literature*

1. Arefyeva, A. D. Sociological research method, digital traces - Big data / A. D. Arefyeva // Academic success 2021. – P. 53-61. – DOI 10.46916/09092021-1-978-5-00174-311-8. – EDN VEVIMD. (available in EBS "Elibrary", access mode: <https://www.elibrary.ru/item.asp?id=46526429>) – in English
2. Bondaletov, V. V. Evolution of sociological knowledge in the field of self-organization of society / V. V. Bondaletov, V. A. Maslikov // Economic and Social Development : Book of Proceedings, Moscow, 30–31 October 2017 / Varazdin Development and Entrepreneurship Agency; Russian State Social University, 2017. – P. 1075-1081. – EDN YLQRWP. (available in EBS "Elibrary", access mode: <https://www.elibrary.ru/item.asp?id=32274784>) – in English
3. Meshcheryakova, N. N. Digital transformation and new methods of sociological research / N. N. Meshcheryakova, E. N. Rogotneva // Culture, Personality, Society in the Conditions of Digitalization: Methodology and Experience of Empirical Research : XXIII International Conference named after professor L.N. Kogan, Yekaterinburg, 2020. – P. 252-256. – EDN BKCPNQ. (available in EBS "Elibrary", access mode: <https://www.elibrary.ru/item.asp?id=43996094>) – in English
4. P'yanov, A. I. Methodological opportunities of sociological analysis on the microvelology of social reality / A. I. P'yanov // Symbol of Science: International scientific journal. – 2017. – Vol. 3. – No 3. – P. 206-211. – EDN YIZPUR. (available in EBS "Elibrary", access mode: <https://www.elibrary.ru/item.asp?id=28925891>) – in English
5. Procedures and Methods of Sociological Research. The Sociological Research Procedures and Methods of Sociological Research [Electronic Resource]. A.S. Gotlib, I.E. Stolyarova, S.N. Fazulyanova, Y.N. Krupets, A.M. Almakaeva, M.V. Smirnova; ed. by A.S. Gotlib. - 2nd ed. - M. : FLINT, 2014. - <http://www.studentlibrary.ru/book/ISBN9785976520196.html>
6. Procedures and Methods of Sociological Research. K. 2 Classical sociological research [Electronic resource] : workshop / co-creator. A.A. Iziumova, D.V. Gul, I.A. Zemlyanskaya, K.G. Lebedeva, N.M. Bogdanova; ed. by A.S. Gotlib, Y.N. Krupets, A.M. Almakaeva, E.V. Petrushkina, Yu. - 2nd ed. - M. : FLINT, 2014." <http://www.studentlibrary.ru/book/ISBN9785976520202.html>
7. Sociological research [Electronic resource] : textbook / Yakovleva N.F. - 2nd ed. - <http://www.studentlibrary.ru/book/ISBN9785976518995.html>

### *b) additional literature*

1. Online focus groups: Possibilities of limitation and peculiarities of the procedure [Electronic resource] / Lebedev P.A. - M. : Prospect, 2016. <http://www.studentlibrary.ru/book/ISBN9785392193233.html>
2. Qualitative sociological research: cognitive and existential horizons [Electronic resource] : a monograph / A.S. Gottlieb. - 2nd ed. - M. : FLINT, 2014. <http://www.studentlibrary.ru/book/ISBN9785976520189.html>
3. Biographical method in sociology [Electronic resource] / Rozhdestvenskaya E.Yu. - M. The Higher School of Economics, 2012. - <http://www.studentlibrary.ru/book/ISBN9785759809609.html>.

### *c) Internet resources*

1. Single Archive of Economic and Sociological Data: (<http://sophist.hse.ru/>);
2. Sociology Web Site Directory (<http://www.soc-catalog.ru/>);
3. Official website of the Institute of Sociology of the Russian Academy of Sciences (<http://www.isras.ru/>);
4. The Portal of Russian Applied Sociology (<http://www.sociologos.ru/>);
5. Soviet Sociology and the USSR State Education Program "Public Mentality"



(<http://sovso.ru/>);

6. Social Sciences at the UNN (<http://fsn-unn.ru/>);

7. Federal Information Portal "Economics. Sociology. Management" (<http://ecsocman.hse.ru/>).

*Magazine sites:*

Journal collection on the ISRAN website: <http://www.isras.ru/Magazines.html> Journal collection on the ESM portal: <http://ecsocman.hse.ru/db/journals.html>

1. Bulletin of the Institute of Sociology (<http://www.vestnik.isras.ru/>)

2. Journal of Sociology and Social Anthropology (<http://www.jourssa.ru/>)

3. Monitoring Public Opinion: Economic and Social Change (<http://wciom.ru/98/>)

4. Social Sciences and Modernity (<http://ecsocman.hse.ru/ons/>)

5. Sociological Studies (<http://www.isras.ru/socis.html>)

6. Sociological Review (<http://sociologica.hse.ru/>)

7. Sociology: 4M (<http://www.isras.ru/4M.html>)

8. Sociology: Theory, Methods, and Marketing (<http://i-soc.com.ua/journal/index.php>)

## 7. Material and technical support of the discipline

- rooms for lectures, seminars, group and individual consultations, current control and interim certification, as well as rooms for storage and preventive maintenance of equipment and rooms for students' independent work, equipped with computers with the ability to connect to the Internet and provide access to the electronic information and educational environment of UNN;
- material and technical support necessary for the implementation of the discipline, including laboratory equipment;
- licensed software: *Windows, Microsoft Office, Lexical-Semantic Text Analyzer "Lekta" (Version 1.0.2 (network))* ) packages of applied statistical programs developed by the department: *Fantom, Formdesigner & FormProcessor software package*; IBM SPSS Statistics (program version 21.0, basic module, unlimited); state contract No. 96ELA-IT/13 from 25.10.2013, Statistica 10 (<http://www.statsoft.ru/>) - open license etc.
- Students with disabilities are provided with electronic and/or printed educational resources in forms adapted to their disabilities.

The working program of the discipline is drawn up in accordance with the curriculum, the Regulations on the training of scientific and scientific-pedagogical personnel in graduate school (Adjuncture) (Russian Federation Government Decree of 30.11.2021, № 2122), the federal state requirements for the structure of training programs for scientific and scientific-pedagogical personnel in graduate school (Adjunct) (Order of the Ministry of Education and Science of Russia from 20.10.2021).  
№ 951).

### Authors:

Professor of the Department of Branch and Applied Sociology at FSS A.A. Iudin,  
Associate Professor at the Department of Branch and Applied Sociology at FSS  
D.V. Zernov.

### Reviewer

Professor, Department of General Sociology and Social Work \_\_\_\_\_ Voronin G.L.

Head of the Department \_\_\_\_\_ I.E. Petrova

Program approved at the meeting of the educational-methodical commission of the Faculty of Social Sciences 15.12.2023, protocol № 7.