

Academic Year: (2019 / 2020)

Review date: 05-05-2020

Department assigned to the subject: Social Sciences Department

Coordinating teacher: FERNANDEZ GONZALEZ, JUAN JESUS

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

Competences

The student learns to design and implement a survey. Here are the main competences:

1. Decide the ideal survey type
2. Writing and organizing questionnaires
3. Learning basic principles of basic design
4. Using software for survey analysis
5. Conducting interviews

DESCRIPTION OF CONTENTS: PROGRAMME

Contents

1. Introduction to representative samples
2. Steps in survey construction
3. Types of surveys
4. Questionnaire design I
5. Questionnaire design II
6. Questionnaire structure
7. Sampling design
8. Sample selection
9. Confidence intervals
10. Practical survey design with online survey
11. Statistical software
12. Introduction to survey analysis
13. Case study I
14. Case study II

LEARNING ACTIVITIES AND METHODOLOGY

Formative activities

The training activities will involve a constant feedback process between lecture materials and their implementation in class activities. Office hours will be held with small groups and will aim to solve questions and concerns of students.

ASSESSMENT SYSTEM

The grading will involve two main elements:

Examen Final: 40% of the final grade

Continuous evaluation: 60% of the final grade

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Bradburn, Norman, Seymour Sudman, and Brian Wansink Asking Questions, Wiley, 2004
- Converse, Jean and Stanley Presser Survey Questions: Handcrafting the standardized questionnaire, Sage, 1986

