

Academic Year: (2019 / 2020)

Review date: 04-05-2020

Department assigned to the subject: Social Sciences Department

Coordinating teacher: FERRANDIZ MAGAÑA, JOSE PABLO

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

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. Conducting interviews
5. Making a report of results after conducting interviews

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to the representative survey
2. Phases in the preparation of a survey
3. Types of survey and types of interview
4. Questionnaire design: writing questions
5. Questionnaire design: organization of the questions
6. Structuring the questionnaire
7. Sample design
8. Sample selection
9. Confidence intervals and hypothesis testing
10. Preliminary analysis of surveys
13. Case analysis I
14. Case analysis II
15. Reporting

ASSESSMENT SYSTEM

The final exam will represent 50% of the final grade and the continuous evaluation will represent 50% of the final grade.

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50