Survey Design

Academic Year: (2023 / 2024)	**Review date: 26-04-2023**

Department assigned to the subject: Social Sciences Department

Coordinating teacher: GARCIA ALBACETE, GEMA MARIA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

CB6: Acquire and understand knowledge that offers a base or opportunity to be original in the development and/or application of ideas, often in a research context

CB7: Students can apply the knowledge acquired and able to solve problems in new or less known contexts related to the area of study

CB8: That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments

CB10: That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

CG1: Ability to plan and carry out autonomously research in the field of public opinion or political behavior.

CG2: Ability to interpret and integrate information from the political and social environment in order to be able to effectively analyze a situation with incomplete information.

CG3: Ability to apply the specialized theoretical and methodological knowledge from the discipline to the current political and social phenomena in a practical way.

CG4: Mastery of the necessary tools for obtaining data and empirical information, especially of a quantitative nature, the evaluation of its validity and relevance, and its effective use in political analysis.

CG5: Ability to adequately convey in the analyzes the inherent uncertainty of political and social phenomena

CG6: Ability to elaborate and communicate political analyses in a clear manner and present them to both specialized and non-specialized audiences.

CE1: Be able to develop and evaluate research designs to analyze political behavior.

CE2: Ability to understand and analyze in a rigorous way survey data in the field of political behavior.

LEARNING RESULTS

1. Ability to compare survey and experimental methodologies and to inform about the potential or limitations of different designs.

2. Evaluation of survey and experimental designs and understanding of the different types of surveys and experiments.

3. Ability to design and carry out a survey or experiment.

4. Ability to make an electoral prediction.

LEARNING ACTIVITIES AND METHODOLOGY

This course will combine different training activities:

AF3 Theoretical practical classes

AF4 Laboratory sessions

AF5 Tutorials

AF6 Group work

AF7 Individual student work

TEACHING METHODOLOGIES

MD1: Lectures by the instructor in class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD3: Resolution of practical cases, problems, etc. (individually or in groups) proposed by the teacher

MD4: Exhibition and discussion in class, under the instructor's moderation of topics related to the content of the subject, as well as case studies

MD5: Preparation of papers and reports individually or in groups

ASSESSMENT SYSTEM

Participation in class: 10%
Papers or exercises realized individually or in groups: 90%

Extraordinary evaluation: EXAM. The exam evaluates the global acquisition of knowledge, abilities and capabilities during the course.

% end-of-term-examination: 0

% of continuous assessment (assigments, laboratory, practicals…): 100

BASIC BIBLIOGRAPHY

 - Font, Joan and Sara Pasadas Las encuestas de opinión, CSIC, 2016

 - Groves, Robert M., Floyd J. Fowler, Mick P Couper, James M. Lepkowski, Eleanor Singer and Roger Tourangeau Survey Methodology (2nd edition), Wiley, 2009
 - Weisberg, Herbert F. The Total Survey Error Approach: A Guide to the New Science of Survey Research, The University of Chicago Press, 2005