

## Survey Analysis

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

## COMPETENCES:

- 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.

## DESCRIPTION OF CONTENTS: PROGRAMME

Survey analysis:

1. Analysis of multivariate data and inference
2. Advanced techniques for analyzing political and electoral polls
3. Analysis and treatment of the "no response" in public opinion surveys
4. Practical cases of advanced analysis of public opinion in Spain

## LEARNING ACTIVITIES AND METHODOLOGY

- AF3 Theoretical- practical classes
- AF4 Lab sessions
- AF5 Tutorials
- AF6 Group work
- AF7 Individual student work

Teaching methodology:

MD1: Lectures 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 posed by the teacher individually or in groups  
MD3: Students' presentations and discussions in class  
MD4: Preparation of papers and reports individually or in groups

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

10% participation in class and 90% papers/exercises individually or in group

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

#### BASIC BIBLIOGRAPHY

- Aldás, Joaquin and Ezequiel Uribe Análisis multivariante aplicado con R, Paraninfo, 2017
- Gareth, James; Daniel Witten, Trevor Hastie and Robert Tibshirani An introduction to Statistical Learning with applications in R, Springer, 2013
- Peña, Daniel and Juan Romo Introducción a la estadística para las ciencias sociales, McGraw-Hill, 2003
- Wickham, Hadley and Garrett Grolemund R for Data Science. Import, tidy, transform, visualize, and model data, O'Reilly, 2016

#### ADDITIONAL BIBLIOGRAPHY

- Gujarati, Damodar Econometría, McGraw Hill, 2010
- Long, Scott and Jeremy Freese Regression Models for Categorical Dependent Variables Using Stata, Stata Press, 2014
- Muenchen, Robert A and Joseph Hilbe R for Stata Users, Springer, 2010
- Peña, Daniel Estadística. Modelos y Métodos. Tomo I: Fundamentos, Alianza Universidad, 1999
- Rivero, Gonzalo Análisis de datos incompletos en Ciencias Sociales. , Cuadernos Metodológicos CIS, 2011