

Academic Year: ( 2024 / 2025 )

Review date: 18-06-2024

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

The student learns to design and implement a survey:

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

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

The grade obtained by the student in the continuous assessment process will represent 40% of the final grade for the subject. The grade obtained in the final exam will represent 60% of the final grade for the subject

Extraordinary evaluation: The note of the continuous evaluation process is kept in the event that the student had followed it. If you did not follow it, you are entitled to an exam with a value of 100% of the total grade for the subject.

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

#### BASIC BIBLIOGRAPHY

- Haydn Aarons A Practical Introduction to Survey Design, Sage, 2020
- Bradburn, Norman, Seymour Sudman, and Brian Wansink Asking Questions, Wiley, 2004
- Converse, Jean and Stanley Presser Survey Questions: Handcrafting the standardized questionnaire, Sage, 1986
- Fowler, Floyd Survey Research Methods, Sage, 2013