

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. 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

## LEARNING ACTIVITIES AND METHODOLOGY

The preferred training activities and methodology for this subject will consist of a constant feedback process between the teaching of brief content and its practical application in class, through group activities. The tutorials will generally be in small groups and will aim to address and resolve doubts that students may have during the process of designing and implementing a fictitious survey.

## 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.

## 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
- Haydn Aarons A Practical Introduction to Survey Design, SAGE, 2020