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Academic Year: ( 2024 / 2025 )

Review date: 30-04-2024

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Department assigned to the subject: Social Sciences Department

Coordinating teacher: TORRE FERNANDEZ, MARGARITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

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## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Introduction to Programming with R (19151)  
Basic Statistics (19152)

## OBJECTIVES

- Ability to deal with all the stages in survey design.
- Ability to analyze survey data.
- Knowledge of sampling methods.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction on Survey Research
2. Surveys and the Research Process
3. Measurement
  - Conceptualizing Ideas and operationalizing questions
  - Pre-Testing Questions
  - Measurement error
  - Validation and reliability
4. Modes of Data Collection
  - Face-to-face
  - Telephone / Mobile
  - Web / Online panels / SMS / Others
  - Mixed methods
5. Sampling and Populations
  - 5.1. Introduction to sampling theory
    - Validity
    - Error
  - 5.2. Types of samples
    - Probabilistic
    - Non-probabilistic
    - Hidden-populations
    - Graph network approaches
  - 5.3. Post-sampling adjustments
    - Variance estimation
    - Weighing
    - Non-response

## LEARNING ACTIVITIES AND METHODOLOGY

### Training Activities:

- Theoretical-practical classes
- Laboratory practical sessions
- Group work
- Individual student work
- Partial and final examinations

### Teaching Methods:

- Presentations in the professor's lecture room with computer and audiovisual support, in which the main concepts of the subject are developed and a bibliography is provided to complement the students' learning.
- Critical reading of texts recommended by the subject professor: Press articles, reports, manuals and/or academic articles, either for later discussion in class, or to expand and consolidate knowledge of the subject.
- Resolution of practical cases, problems, etc. raised by the professor, either individually or in a group.
- Presentation and discussion in class, under the moderation of the professor, of topics related to the content of the subject, as well as practical case studies.
- Developing pieces of work and reports, individually or in group.

### ASSESSMENT SYSTEM

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

- Participation in the class (15%)
- Individual or group work done during the course (45%)
- Final exam (40%)

In the extraordinary call, the evaluation system will be as follows:

- 1) Exam: 100%

### BASIC BIBLIOGRAPHY

- Dillman, Don A., Jolene D. Smyth, and Leah Melani Christian Hoboken Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method, Hoboken, New Jersey., 2014
- Groves, Robert M., Floyd J. Fowler Jr, Mick P. Couper, James M. Lepkowski, Eleanor Singer, and Roger Tourangeau Survey Methodology, 2nd ed. Wiley, 2009
- Valliant, Richard, Jill A. Dever, and Frauke Kreuter Practical Tools for Designing and Weighting Survey Samples, Springer (2nd edition), 2018

### ADDITIONAL BIBLIOGRAPHY

- Bradburn, Norman M., Seymour Sudman, and Brian Wansink Asking Questions: The Definitive Guide to Questionnaire Design -- For Market Research, Political Polls, and Social and Health Questionnaires, San Francisco, Calif., 2004
- Bradburn, Norman M., Seymour Sudman, and Brian Wansink Asking Questions: The Definitive Guide to Questionnaire Design -- For Market Research, Political Polls, and Social and Health Questionnaires., San Francisco, Calif., 2004
- Fowler, Floyd J. Survey Research Methods, Los Angeles, Calif., 2013
- Lohr, Sharon L. Sampling: Design and Analysis, Boca Raton, 2021
- Saris, W.E. Design, Evaluation, and Analysis of Questionnaires for Survey Research, 2nd Edition. , Willey, 2014

