



## Teaching Guide

Identifying Data				2023/24	
<b>Subject (*)</b>	Methodology of the Survey Research		<b>Code</b>	615G01303	
<b>Study programme</b>	Grao en Socioloxía				
Descriptors					
<b>Cycle</b>	<b>Period</b>	<b>Year</b>	<b>Type</b>	<b>Credits</b>	
Graduate	1st four-month period	Third	Obligatory	6	
<b>Language</b>	SpanishGalician				
<b>Teaching method</b>	Face-to-face				
<b>Prerequisites</b>					
<b>Department</b>	Socioloxía e Ciencias da Comunicación				
<b>Coordinador</b>	Suárez Grimalt, Laura	<b>E-mail</b>	laura.suarez.grimalt@udc.es		
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<b>Web</b>	sociologia.udc.es				
<b>General description</b>	The objective of this subject is to know and understand the process underlying survey research: starting from the survey design, its implementation, the analysis of data and the report. It aims to do so both in the academic field and in other professional spheres.				

## Study programme competences

Code	Study programme competences
A5	Aprendizaje de los conceptos y de las técnicas estadísticas aplicadas a la sociedad humana.
A7	Conocimiento y dominio de la metodología de las ciencias sociales y de sus técnicas básicas y avanzadas (cuantitativas y cualitativas) de investigación social; con especial atención a los aspectos de muestreo y de los programas informáticos de aplicación.
A8	Análisis de las transformaciones y evolución de las sociedades contemporáneas.
A9	Análisis de los principales conceptos y generalizaciones sobre la sociedad humana y sus procesos.
A13	Habilidades para la evaluación y realización de estudios de calidad y satisfacción.
A14	Capacidades en elaborar, utilizar, e interpretar indicadores sociales e instrumentos de medición social.
A15	Conocimientos y habilidades para plantear y desarrollar una investigación aplicada en las diferentes áreas de la sociedad.
A16	Conocimientos y habilidades técnicas para la producción y el análisis de los datos cuantitativos y cualitativos.
A17	Conocimientos y habilidades en la búsqueda de información secundaria en las diferentes fuentes (instituciones oficiales, bibliotecas, internet, etc.).
A18	Capacidades en evaluar los proyectos de políticas públicas y de intervención social, así como sus resultados.
A19	Capacidades para definir, localizar y contactar la población objeto de integración social.
A20	Capacidades para adecuar los objetivos a los recursos económicos, temporales y humanos.
A21	Capacidades para identificar y medir factores de vulnerabilidad social y procesos conflictivos.
A24	Conocimientos y habilidades en transmitir los conceptos, problemáticas y perspectivas sociológicas.
A26	Saber elegir las técnicas de investigación social (cuantitativas y cualitativas) pertinentes en cada momento.
A27	Conocimientos y habilidades de las técnicas de muestreo y de trabajo de campo.
A34	Conocimientos y actitudes de ética profesional.
B1	Capacidad de organización y planificación.
B2	Toma de decisiones.
B3	Capacidad de análisis y síntesis.
B4	Resolución de problemas.
B5	Capacidad de gestión de la información.
B6	Comunicación oral y escrita en la lengua nativa.
B7	Conocimientos de informática relativos al ámbito de estudio.
B10	Habilidades en las relaciones interpersonales.
B12	Trabajo en equipo.
B13	Razonamiento crítico.
B17	Motivación por la calidad.



B18	Creatividad.
B21	Aprendizaje autónomo.
B23	Iniciativa y espíritu emprendedor.
B25	Capacidades para relacionar los conocimientos de la sociología y de otras disciplinas afines.
B26	Capacidades en reconocer el carácter global y local de los fenómenos sociales.
B27	Capacidades en reconocer la complejidad de los fenómenos sociales.
C1	Expresarse correctamente, tanto de forma oral como escrita, en las lenguas oficiales de la comunidad autónoma.
C3	Utilizar las herramientas básicas de las tecnologías de la información y las comunicaciones (TIC) necesarias para el ejercicio de su profesión y para el aprendizaje a lo largo de su vida.
C4	Desarrollarse para el ejercicio de una ciudadanía abierta, culta, crítica, comprometida, democrática y solidaria, capaz de analizar la realidad, diagnosticar problemas, formular e implantar soluciones basadas en el conocimiento y orientadas al bien común.
C6	Valorar críticamente el conocimiento, la tecnología y la información disponible para resolver los problemas con los que deben enfrentarse.
C8	Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad.

Learning outcomes			
Learning outcomes	Study programme competences		
The student will identify the potential usages of the surveys	A5 A8 A9 A15 A17 A18 A19 A26	B3 B5 B13 B25 B26 B27	C4 C6 C8
The student will be able to connect the survey methodology to other subjects of the degree, to the TFG and to other professional spheres	A5 A8 A13 A15	B3 B5 B13 B25 B27	C4 C6 C8
The student will identify the phases in the design and implementation of a survey	A7 A14 A15 A16 A20 A21 A27 A34	B3 B13 B17 B21	C3 C4
The student will remember the main aspects to conduct a quality survey	A7 A13 A14 A15 A16 A20 A34	B17 B21	C6
The student will know and use the basic survey ITs	A5 A7 A14 A16	B3 B7	C3



The student will develop a research project using the survey method	A7 A15 A16 A20	B1 B2 B3 B4 B10 B12 B13 B18 B23	C1 C4 C8
The student will present publicly the research project	A24	B6 B10 B12 B25 B27	C1 C3 C4

Contents	
Topic	Sub-topic
Lesson 1: Introduction to Survey Methodology: History and Use	Breve historia da enquisa Usos da metodoloxía de enquisas no ámbito académico e noutros ámbitos profesionais
Lesson 2: Phases in the design and implementation of a survey	As fases no deseño e aplicación dunha enquisa: medida e representación Validez interna e validez externa A relación entre as fases no deseño e aplicación dunha enquisa e outras materias do grao e o TFG
Lesson 3: From concept to questionnaire development	Identificación dos obxectivos e os conceptos Operativización dos conceptos Tipos de preguntas e implicacións O desenvolvemento do cuestionario A calidade das medidas A calidade co cuestionario
Lesson 4: Sample design and fieldwork	Universo, poboación e mostra: deseño da mostra Deseño e documentación do traballo de campo O papel do/a entrevistado e do/a entrevistador/a Control e calidade do traballo de campo
Lesson 5: Data collection and analysis	A codificación e rexistro dos datos Programas informáticos de aplicación para rexistro de datos Análise e interpretación dos datos
Lesson 6: Report and presentation of the results	A elaboración dun informe A presentación dos resultados a diferentes públicos

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A5 A7 A8 A9 A13 A16 A20 A21 A24 A26 A27 A34 B13 B25 B26 B27 C4 C6 C8	25	25	50



Laboratory practice	A5 A7 A8 A9 A13 A14 A15 A16 A17 A18 A19 A21 A24 A27 B1 B2 B4 B5 B6 B7 B10 B12 B13 B18 B21 B23 B25 C1 C3 C4 C6	13	26	39
Research (Research project)	A5 A7 A8 A9 A13 A14 A15 A16 A17 A20 A19 A21 A24 A27 A34 B1 B2 B3 B4 B5 B6 B7 B10 B12 B13 B17 B18 B21 B23 B26 B27 C1 C3 C4 C6 C8	13	26	39
Objective test	A5 A7 A14 B1 B3 B5 B6 B21 C1	2	16	18
Personalized attention		4	0	4

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	Oral presentation by the teacher of the fundamental aspects of the subject. The presentations will be complemented with the use of audiovisual media and the possible introduction of topics for discussion by the students. The participation of both students and pupils in class will be encouraged.
Laboratory practice	Practical activities related to the subject taught in the lectures.
Research (Research project)	Carrying out a research project using survey methodology. The research project will be carried out in groups.
Objective test	There will be an objective test to assess the correct understanding and application of the contents of the subject. It will consist of multiple-choice and short-answer questions.

Personalized attention	
Methodologies	Description
Research (Research project) Laboratory practice	The personalised attention will be individual (or group) in order to solve doubts and/or problems that arise during the classes, the completion of the practicals or the preparation of the group research work.  The attention will be given during the sessions or during tutorial hours, through the different communication channels: email, Teams (chat or videoconference), or in the teacher's office.  To arrange a tutoring session it is necessary to request an appointment in advance by email.

Assessment			
Methodologies	Competencies	Description	Qualification



Research (Research project)	A5 A7 A8 A9 A13 A14 A15 A16 A17 A20 A19 A21 A24 A27 A34 B1 B2 B3 B4 B5 B6 B7 B10 B12 B13 B17 B18 B21 B23 B26 B27 C1 C3 C4 C6 C8	The research project will be carried out in a group.  A deadline will be set for the submission of the research project. The research project will not be accepted for evaluation after the deadline.  The research project must be submitted in digital format.	30
Laboratory practice	A5 A7 A8 A9 A13 A14 A15 A16 A17 A18 A19 A21 A24 A27 B1 B2 B4 B5 B6 B7 B10 B12 B13 B18 B21 B23 B25 C1 C3 C4 C6	Attendance to the laboratory practicals and the active participation of the students in the proposed activities will be assessed.  A deadline will be set for the delivery of each of the practicals. Practical will not be accepted for assessment after the deadline.  The practicals will be requested in digital format.	30
Objective test	A5 A7 A14 B1 B3 B5 B6 B21 C1	There will be an objective test with the theoretical content of the subject, on the official dates approved by the Faculty Board.  The test will consist of multiple-choice and short-answer questions.	40

### Assessment comments

All the activities, tasks and work to be carried out throughout the term count towards the final mark. The practicals and the research work will be carried out throughout the term and the objective test (exam) on the official date of the first call.

Both the practicals and the supervised research work will be handed in on the dates set by the lecturers; no practicals will be corrected after the deadline. The tutored work will only be corrected once after the delivery date (there will be no second correction), the student already has the instructions and guidance of the teachers in the interactive sessions and in the tutorials.

In order to pass the subject, it is necessary to pass both the tutored assignments and practicals (60%) and the exam (40%). The minimum mark to pass each of the parts is a 5 (pass). The mark of the part passed will be kept for the second opportunity.

In the case of failing one of the parts in the first sitting, the grade of the failed part will be kept.

In order to pass the practical part at the second opportunity, the failed or unsubmitted activities and/or research work must be handed in. The deadline date and time will be the same as for the official second chance exam.

In order to pass the theoretical part at the second opportunity, the objective test must be taken on the official dates.

Those students with dispensation or recognition of part-time dedication should contact the teacher responsible for the subject at the beginning of the course. The practical part will be assessed by means of an individual research project (different from that of the on-site students), which will account for 60% of the mark. Instructions for its completion will be available in the Virtual Classroom of the subject. The evaluation of the theoretical part will be under the same conditions as for the face-to-face students.

The evaluation conditions for students with an advanced opportunity will be the same as those established for non-attendance students: The practical part will be evaluated by means of an individual research project (different from the one for attendance students), which will account for 60% of the mark, and the evaluation of the theoretical part by means of an exam.

The evaluation system for exchange students will be the same as for the rest of the students.

The materials used in the sessions: presentations, audiovisuals, readings and practicals will also be made available to students in digital format through the Virtual Classroom.

The assignments and practicals will be delivered in digital format through the tool provided in the Virtual Classroom, without the need to print them. Both the contents and the assessment system will follow the recommendations for reasonable adjustments proposed by the Unit for Attention to Diversity (ADI) in the case of students with functional diversity or NEAE, provided by the Coordination of the centre's PAT.

### Sources of information



<b>Basic</b>	<ul style="list-style-type: none"> <li>- Alvira Martín, F. (2011). La encuesta: Una perspectiva general metodológica. Madrid: Centro de Investigaciones Sociológicas.</li> <li>- Azofra, M.J. (1999). Cuestionarios. Madrid: Centro de Investigaciones Sociológicas.</li> <li>- Cea D´Ancona, M.A (2004). Métodos de encuesta: Teoría y práctica, errores y mejora. Madrid: Síntesis</li> <li>- Díaz de Rada, V. (2001). Organización y gestión de los trabajos de campo con encuestas personales y telefónicas. Barcelona: Ariel</li> <li>- Díaz de Rada, V. (2002). Tipos de encuestas y diseños de investigación. Pamplona: Universidad Pública de Navarra</li> <li>- Díaz de Rada, V. (2009). Análisis de datos de encuesta: Desarrollo de una investigación completa utilizando SPSS. Barcelona: UOC</li> <li>- Font, J. e Pasadas, S. (2016). Las encuestas de opinión. Madrid: Catarata; CSIC</li> <li>- Saris, W. (2014). Design, evaluation, and analysis of questionnaires for survey research. Hoboken: Wiley</li> <li>- Wolf, C., Joye, D., Smith, T.W., and Y. (2016). The SAGE Handbook of Survey Methodology. Los Angeles: Sage</li> <li>- López-Roldán, P., &amp; Fachelli, S. (2015). Metodología de la investigación social cuantitativa. Universitat Autònoma de Barcelona</li> <li>- Blanco, C. (2011). Encuesta y estadística: modelos de investigación cuantitativa en Ciencias Sociales y Comunicación. Brujas</li> </ul>
<b>Complementary</b>	<a href="https://www.europeansocialsurvey.org/data/">https://www.europeansocialsurvey.org/data/</a>

### Recommendations

#### Subjects that it is recommended to have taken before

- Statistics Applied to the social sciences 1/615G01101
- Social Research Methods and Techniques/615G01105
- Statistics Applied to the social sciences 2/615G01201
- Multivariate Analysis of Social Data/615G01206

#### Subjects that are recommended to be taken simultaneously

#### Subjects that continue the syllabus

#### Other comments

In this subject:&nbsp;1. A sustainable use of resources and the prevention of negative impacts on the natural environment must be made.&nbsp;2. The importance of ethical principles related to the values of sustainability in personal and professional behaviour must be taken into account.&nbsp;3. Work to identify and modify sexist prejudices and attitudes, and influence the environment to modify them and promote values of respect and equality.&nbsp;4. The full integration of students who, for physical, sensory, mental or socio-cultural reasons, experience difficulties in gaining suitable, equal and beneficial access to university life will be facilitated.&nbsp;

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