



SOC 830

Doing Social Survey Research

S2 Evening 2014

Sociology

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General Information

Unit convenor and teaching staff

Unit Convenor

Markus Hadler

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W6A 823

Credit points

4

Prerequisites

Admission to MPASR or PGDipPASR or PCCertPASR or MIntPubDip

Corequisites

Co-badged status

Unit description

Social surveys are now used widely in policymaking, public debate, and social research. This unit provides students with a practical and theoretical guide to the use of surveys in social research. We look closely at how to administer social surveys, how to write good survey questions, and some of the debates about the potentials and limits of this methodology in the social sciences. Social surveys are usually designed to enable statistical analysis of survey data, so the second half of the unit is dedicated to introducing students to a range of data techniques including multivariate analysis. Students will use SPSS in data analysis.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- a practical introduction to social survey methods

- insight into theoretical accounts about survey responses

- professionally useful skills in writing good survey questions

- professionally useful skills in putting together questionnaires and advice about fieldwork decisions

- professionally useful data analysis skills including in bivariate and multivariate analysis

Assessment Tasks

| Name | Weighting | Due |
|---------------|-----------|---------|
| Questionnaire | 30% | Week 7 |
| Analysis | 30% | Week 12 |
| Quiz | 30% | Week 13 |
| Participation | 10% | 10 |

Questionnaire

Due: **Week 7**

Weighting: **30%**

Preparing a survey questionnaire

On successful completion you will be able to:

- a practical introduction to social survey methods
- insight into theoretical accounts about survey responses
- professionally useful skills in writing good survey questions
- professionally useful skills in putting together questionnaires and advice about fieldwork decisions

Analysis

Due: **Week 12**

Weighting: **30%**

Independent data analysis of survey data

On successful completion you will be able to:

- professionally useful skills in putting together questionnaires and advice about fieldwork decisions
- professionally useful data analysis skills including in bivariate and multivariate analysis

Quiz

Due: **Week 13**

Weighting: **30%**

Exam covering material discussed in lectures and workshop

On successful completion you will be able to:

- a practical introduction to social survey methods
- insight into theoretical accounts about survey responses
- professionally useful skills in putting together questionnaires and advice about fieldwork decisions
- professionally useful data analysis skills including in bivariate and multivariate analysis

Participation

Due: **10**

Weighting: **10%**

Active participation

On successful completion you will be able to:

- a practical introduction to social survey methods
- insight into theoretical accounts about survey responses
- professionally useful skills in writing good survey questions

Delivery and Resources

Lecture: Thu, 6pm-7:30pm

Tutorials: Thu, 5pm-6pm and 7:30pm-8:30pm, W6B_157, PC Lab

Unit Schedule

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|--|
| Introduction to social survey research: A look at opinion polls, with practical examples |
| Types of survey research and sampling for surveys |
| Writing social survey questions |
| Non-responses to survey questions |
| Survey methods - choosing the right vehicle |
| SPSS1: Introduction and Data Entry |
| SPSS2: Bread & Butter of social research: frequencies and cross-tabs |
| SPSS3: Measures of association and more on sampling error |

SPSS4: Looking at relationships data - Correlation (Pearson's r)

SPSS5: Using a simple regression model to further examine correlation

SPSS6: Outlook: Multiple Regressions and Binary outcomes

Ethics in social survey research

Survey research wrap-up and Quiz

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- a practical introduction to social survey methods
- insight into theoretical accounts about survey responses

Assessment tasks

- Questionnaire
- Quiz
- Participation

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcome

- a practical introduction to social survey methods

Assessment tasks

- Questionnaire
- Quiz
- Participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- a practical introduction to social survey methods
- insight into theoretical accounts about survey responses
- professionally useful skills in writing good survey questions
- professionally useful skills in putting together questionnaires and advice about fieldwork decisions

Assessment tasks

- Questionnaire
- Analysis
- Quiz
- Participation

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- professionally useful skills in writing good survey questions
- professionally useful skills in putting together questionnaires and advice about fieldwork

decisions

- professionally useful data analysis skills including in bivariate and multivariate analysis

Assessment tasks

- Questionnaire
- Analysis
- Quiz
- Participation

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- insight into theoretical accounts about survey responses
- professionally useful skills in writing good survey questions
- professionally useful skills in putting together questionnaires and advice about fieldwork decisions
- professionally useful data analysis skills including in bivariate and multivariate analysis

Assessment tasks

- Questionnaire
- Analysis
- Quiz
- Participation

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- a practical introduction to social survey methods
- professionally useful data analysis skills including in bivariate and multivariate analysis

Assessment tasks

- Questionnaire
- Analysis
- Quiz
- Participation

Changes since First Published

| Date | Description |
|------------|--------------------------------|
| 04/08/2014 | time corrected |
| 16/01/2014 | The Prerequisites was updated. |