



# SOC 830

## Doing Social Survey Research

S2 Evening 2015

*Dept of Sociology*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Markus Hadler

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W6A 823

Instructor

Ben Manning

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Credit points

4

Prerequisites

Admission to MPASR or PGDipPASR or PCCertPASR or GradCertPASR or GradDipPASR 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
<a href="#">Questionnaire</a>	30%	Week 7
<a href="#">Analysis</a>	30%	Week 12
<a href="#">Quiz</a>	30%	Week 13
<a href="#">Participation</a>	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: Wed, 6pm-7:30pm: [E8A 188 Tutorial Rm](#)

Tutorials: Wed, 5pm-6pm and 7:30pm-8:30pm, [W6B 157 Faculty PC Lab](#)

## Unit Schedule

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](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](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](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/](https://students.mq.edu.au/support/student_conduct/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your

student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

## 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](http://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](http://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 - 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

## 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