



# SOCX8015

## Doing Social Survey Research

Session 1, Fully online/virtual 2021

*Macquarie School of Social Sciences*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Unit Convenor

Hangyoung Lee

[hangyoung.lee@mq.edu.au](mailto:hangyoung.lee@mq.edu.au)

Contact via Contact via Email

Room C311, 25C Wally's Walk

By appointment

Credit points

10

Prerequisites

Admission to MPSP or MPASR or GradCertPASR or GradDipPASR (OUA)

Corequisites

Co-badged status

Unit description

This is a unit in applied survey research and data analysis. It will explain key survey techniques used and give you the chance to try them out in practice. The unit covers choosing survey methods, administering surveys and writing good survey questions. It also looks at some of the debates around the potentials and limits of surveys. Qualitative researchers often rely on surveys to prepare themselves for fieldwork or to 'triangulate' their results from interview work. But ultimately, surveys are designed to enable statistical analysis of data, and therefore the unit covers some of the statistical techniques used. Understanding how quantitative analytical methods work with and augment qualitative methods requires some knowledge and use of statistics and a statistical package. All enrolment queries should be directed to Open Universities Australia (OUA): see <http://www.open.edu.au>

## 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:

**ULO1:** Understand the link between quantitative research design, survey procedure and statistical analysis.

**ULO2:** Understand quantitative social science research critically.

**ULO3:** Analyse survey data using appropriate statistical models.

**ULO4:** Carry out a statistical analysis using R.

**ULO5:** Interpret statistical outputs in plain language.

**ULO6:** Conduct original research using quantitative research methods.

## General Assessment Information

### Academic Integrity

Academic Integrity is an intergral part of the core values and principles contained in the Macquarie University Ethics Statement. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- All academic work claimed as original is the work of the author making the claim
- All academic collaborations are acknowledged
- Academic work is not falsified in any way
- When the ideas of others are used, these ideas are acknowledged appropriately
- Self-plagiarism (resubmitting your own work - including past assignments for this or other units - without attribution) is an unacceptable academic activity

More information is available from *Policy Central* [here](#).

### University Grading Policy

The grade that a student receives will signify their overall performance in meeting the learning outcomes of the unit of study. Graded units will use the following grades

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

### Return of Marked Work

As per university policy, written assessments will be returned to students within three weeks of the submission date. Early assignments will not be marked early.

## Special Consideration (Extensions)

The University recognises that students may experience events or conditions that adversely affect their academic performance. If you experience serious and unavoidable difficulties at exam time or when assessment tasks are due, you can consider applying for Special Consideration.

You need to show that the circumstances:

1. were serious, unexpected and unavoidable
2. were beyond your control
3. caused substantial disruption to your academic work
4. substantially interfered with your otherwise satisfactory fulfilment of the unit requirements
5. lasted at least three consecutive days or a total of 5 days within the teaching period and prevented completion of an assessment task scheduled for a specific date.

More information about Special Consideration is available [here](#).

## Late Penalties

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes.

## Campus Wellbeing

Macquarie University offers a range of wellbeing services (including [but not limited to]: health, welfare, counselling, disability and student advocacy services) that are available to you at any time during your studies. Campus Wellbeing is here to support you and help you succeed, both academically and personally. More information is available [here](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Quiz</a>	20%	No	29/03/2021
<a href="#">R analysis tasks</a>	30%	No	Week 8, 10, 12 and 14
<a href="#">Survey research report</a>	40%	No	16/06/2021

Name	Weighting	Hurdle	Due
<a href="#">Active participation</a>	10%	No	On-going

## Quiz

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 5 hours

Due: **29/03/2021**

Weighting: **20%**

Online quiz in week 6

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedure and statistical analysis.
- Understand quantitative social science research critically.

## R analysis tasks

Assessment Type <sup>1</sup>: Quantitative analysis task

Indicative Time on Task <sup>2</sup>: 16 hours

Due: **Week 8, 10, 12 and 14**

Weighting: **30%**

Data analysis reports in week 7, 9, 11 and 13

On successful completion you will be able to:

- Analyse survey data using appropriate statistical models.
- Carry out a statistical analysis using R.
- Interpret statistical outputs in plain language.

## Survey research report

Assessment Type <sup>1</sup>: Quantitative analysis task

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **16/06/2021**

Weighting: **40%**

2,000 to 3,000 word research report

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedure and statistical analysis.

- Analyse survey data using appropriate statistical models.
- Carry out a statistical analysis using R.
- Interpret statistical outputs in plain language.
- Conduct original research using quantitative research methods.

## Active participation

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **On-going**

Weighting: **10%**

Active participation in unit sessions

On successful completion you will be able to:

- Understand the link between quantitative research design, survey procedure and statistical analysis.
- Understand quantitative social science research critically.
- Carry out a statistical analysis using R.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

### Seminar times

Seminars will take place on **Mondays** from 6 pm to 9 pm in [12 Second Way - 310 Tutorial Room](#). Seminar recordings and visual materials can also be accessed using **ECHO360** on the **iLearn**.

### Textbooks

This course draws on two required textbooks.

- Vaus, David de (2014) *Surveys in Social Research*, 6th Edition, Allen&Unwin.
- Illowsky, Barbara and Susan Dean (2017) *Introductory Statistics*, OpenStax. (Available

for free at <https://openstax.org/details/books/introductory-statistics> )

These textbooks can be accessed via **Leganto** on the iLearn.

## Online Learning Platform

[methods101.com](https://www.methods101.com) is an online learning platform of quantitative research methods managed by Dr Hang Young Lee and Dr Nicholas Harrigan (Senior Lecturer of Sociology at MQ). This website provides online resources to help students learn statistical software programs.

## Technology used

The following technologies are used in the course:

### iLearn

Important information about the weekly schedule for the course, course readings and assessment are all available on the course **iLearn** page. If you do not have access, please contact IT help. **You are required to check iLearn and your student email regularly for course updates and information.**

### AppStream

**AppStream** is the university's a new application streaming service which provides students access to existing iLab applications via browser from anywhere, anytime, on any device. Students do not need to install a client on their device to access applications. Google Chrome is recommended browser for AppStream. Login to [mq.okta.com](https://mq.okta.com) with your MQ OneID to access AppStream applications.

### Turnitin and GradeMark

The written assessment for the course needs to be submitted via **Turnitin**. A link to **Turnitin** is available via the Assessments tab on the iLearn page. Please contact the convenor if you cannot find it (do not leave it until the due date of the assessment). Assessments will be marked via **GradeMark** and returned to students electronically.

### R/RStudio

**R** is the name of the statistical programming language, and **RStudio** is a convenient interface of **R**. You can download both **R** and **RStudio** for free at:

- **R**: <https://www.r-project.org>
- **RStudio**: <https://www.rstudio.com>

**R** and **RStudio** are available in **AppStream** as well (see above). Week 2 seminar will introduce how to install **R** and **RStudio**. After setting up **R** and **RStudio**, it is also necessary to install the following packages for the course:

- summarytools
- sjPlot
- sjmisc
- sjlabelled
- tidyverse
- gmodels
- gplots

## Unit Schedule

Week	Class Topics	R Topics
1	Introduction to Survey Research Methods	No topic
2	Research Design	Introducing R and RStudio
3	Unit of Analysis and Empirical Measures	Creating Datasets
4	Ethics of Survey Research and Sampling Method	Playing with Variables
5	Survey Questionnaires and Survey Administration	No topic
6	Descriptive Statistics	Recoding Variables
7	Measures of Variability and Normal Distribution (1)	Univariate Statistics (1)
8	Normal Distribution (2) and Sampling Distribution	Univariate Statistics (2)
9	Confidence Intervals	Normal Distribution and Confidence Intervals
10	Hypothesis Test	Hypothesis Test (T-test)
11	Bivariate Table and Chi-sqaure	Crosstab & Chi-sqaure Test
12	Correlation and Simple Regression	Correlation and Simple Regression
13	Multiple Regression	Multiple Regression

## Policies and Procedures

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

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)

- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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