SOCI8015

Doing Social Survey Research

Session 1, In person-scheduled-weekday, North Ryde 2023

Macquarie School of Social Sciences

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor
Hangyoung Lee
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Contact via Email
Room C311, 25C Wally's Walk
By appointment

Credit points
10

Prerequisites
20cp at 8000 level or above; or admission to MPSP or MPASR or GradCertPASR or
GradDipPASR or MPlan

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
science research. The unit looks closely at how to administer social surveys, how to write
good survey questions and the debates about the potentials and limits of this methodology in
the social sciences. Social surveys are usually designed to enable the statistical analysis of
survey data, so the second part of the unit is dedicated to introducing students to a range of
statistical models including multiple regression model. In this unit, students will learn R
language for analysing survey data.

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: demonstrate an understanding of the link between quantitative research design,

survey procedure and statistical analysis.

ULO2: demonstrate and understanding of quantitative social science research critically.

ULO3: analyse survey data using appropriate statistical models.

ULO4: carry out a statistical analysis using R language.

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 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11: 55 pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to non-timed sensitive assessments (incl essays, reports, posters, portfolios, journals, recordings, etc). Late submission of time-sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs, etc) will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.

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
Quiz	20%	No	28/03/2023
R analysis tasks	30%	No	Week 8, 10, 12 and 13
Survey research report	40%	No	04/06/2023
Active participation	10%	No	On-going

Quiz

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 5 hours
Due: **28/03/2023**
Weighting: **20%**

Online quiz in week 6

On successful completion you will be able to:

- demonstrate an understanding of the link between quantitative research design, survey procedure and statistical analysis.
- demonstrate and understanding of quantitative social science research critically.

R analysis tasks

Assessment Type [1]: Quantitative analysis task
Indicative Time on Task [2]: 16 hours
Due: **Week 8, 10, 12 and 13**
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 language.
- interpret statistical outputs in plain language.

Survey research report

Assessment Type [1]: Quantitative analysis task
Indicative Time on Task [2]: 41 hours
Due: **04/06/2023**
Weighting: **40%**

2,000 to 3,000 word research report

On successful completion you will be able to:

- demonstrate an understanding of 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 language.
- interpret statistical outputs in plain language.
- conduct original research using quantitative research methods.

Active participation

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 10 hours
Due: **On-going**
Weighting: **10%**

Active participation in unit sessions

On successful completion you will be able to:

- demonstrate an understanding of the link between quantitative research design, survey procedure and statistical analysis.
- demonstrate and understanding of quantitative social science research critically.
- carry out a statistical analysis using R language.

[1] 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.

[2] 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 **Wednesdays** from 6 pm to 9 pm in 25 Wallys Walk - A204 Tutorial Rm. Seminar recordings and visual materials can also be accessed on **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.au 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 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

Week	Class Topics	R Topics
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). 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
- Assessment Procedure
- Complaints Resolution 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). 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) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

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

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study

- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues
- Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

IT Help

For help with University computer systems and technology, visit 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.