

Master in Political Ecology
Academic year:2018-2019

SURVEYS

Instructor:

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Objectives

This short course will familiarize students the theoretical and practical approaches to preparing surveys: from tailored to general use. It provides a basic introduction to the process of designing, piloting and conducting surveys, as well as of organizing and analyzing the collected data.

Structure

The course will consist of four classes, 2 hours and a half each. Classes will engage with the theory and practice of designing and conducting survey, thus providing space for experimentation initiated by the students.

Evaluation

The exam will consist in designing and piloting a survey in correspondence with students' interests.

Program outline

1. Overview

During this class we will discuss what is actually a survey, when is it appropriate and browse through various (survey) examples.

2. Survey design

In this class we will discuss the type of questions that tend to enter in surveys, together with the research questions behind them. We will also discuss the practical approaches of putting a

survey together, as well as aspects of its outlook and outlets (face-to-face vs sms/mobile phone-based surveying).

3. The surveying process

This class will explore the various steps associated with conducting the survey: from piloting, to sampling, reliability and validity, as well as response rates.

4. Analysing and organizing data

This final class will first deal with cleaning and organizing the collected data, as well as a number of existing approaches to analyzing it. We will look into appropriate software in function of the research aims.