

# QS204-15 Intermediate Social Analytics: survey design and data collection

20/21

**Department**

Politics & International Studies

**Level**

Undergraduate Level 2

**Module leader**

Jamelia Harris

**Credit value**

15

**Module duration**

9 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

QS204-15 Intermediate Social Analytics: survey design and data collection

[Module web page](#)

### Module aims

This module helps students develop knowledge and experience of the quantitative research cycle from initial design through to data collection. It is complemented by module QS205 which is designed to enable students to analyse and report on the data collected.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Week 1 – Introduction to the course, learning objectives, assessment and teaching methods. Identifying the substantive topics of interest. Using Scopus and Web of Science for a literature review.

Week 2 – Principles of Survey design: types of questions and measurement scales. Developing a literature review

Week 3 – Principles of Survey design: measuring complex concepts using indices.

Week 4 – Principles of Survey design: target respondents and identification of demographic measures. Formative presentations

Week 5 – Principles of Survey design: survey experiments

Week 6 – Reading week

Week 7 – An introduction to Web-based survey software (Qualtrics) I.

Week 8 – Web-based survey software (Qualtrics) II. Testing the survey questions – trials among fellow students and feedback. Assessment 1 due.

Week 9 – Measuring tricky things using surveys. Launch of survey in Qualtrics and monitoring its impact.

Week 10 – Reflection on learning through the module. Planning for the assessment.

## Learning outcomes

By the end of the module, students should be able to:

- Students will be able to identify research questions and hypothesis based on review of relevant literature.
- Students will be able to design a survey instrument to collect quantitative data.
- Students will be able to implement the design of the survey instrument in web-based data collection software.
- Students will be able to collaborate on aspects of the survey design and implementation.

## Indicative reading list

De Vaus, D (2013). Surveys in Social Research. Oxford: Routledge.

Walliman, N (2005). Your research project: a step-by-step guide for the first-time researcher.

Support and guidance from web-based survey software site.

Relevant literature to be informed by substantive topic (/s) chosen by the students.

[View reading list on Talis Aspire](#)

## Research element

Students are required to devise a research topic and conduct secondary research which informs the data collected in the survey.

## Subject specific skills

Survey design skills

Using web software packages - Qualtrics

## Transferable skills

Research skills

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## Study

### Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Seminars	9 sessions of 2 hours (12%)
Private study	123 hours (82%)
Total	150 hours

### Private study description

123 Private Study Hours

### Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A1

	Weighting	Study time	Eligible for self-certification
<b>Assessment component</b>			
Assessed Coursework	30%		Yes (extension)
Literature review			

Reassessment component is the same

**Weighting    Study time    Eligible for self-certification**

**Assessment component**

Assessed Essay	70%	Yes (extension)
Reflective essay		

Reassessment component is the same

## Feedback on assessment

There will be two formative assessments in week 3 and week 6 with written feedback within 20 working days.

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## Availability

### Post-requisite modules

If you pass this module, you can take:

- QS205-15 Intermediate Social Analytics: survey analysis and reporting

## Courses

This module is Core for:

- Year 2 of UPOA-M162 Undergraduate Politics, International Studies and Quantitative Methods

This module is Core optional for:

- Year 3 of ULAA-ML33 Undergraduate Law and Sociology

This module is Optional for:

- Year 2 of USOA-L301 BA in Sociology
- Year 2 of USOA-L314 Undergraduate Sociology and Criminology

This module is Option list A for:

- ULAA-ML34 BA in Law and Sociology (Qualifying Degree)
  - Year 3 of ML34 Law and Sociology (Qualifying Degree)
  - Year 4 of ML34 Law and Sociology (Qualifying Degree)
- Year 4 of ULAA-ML33 Undergraduate Law and Sociology

- Year 3 of UPOA-M168 Undergraduate Politics and International Studies with Chinese

This module is Option list C for:

- Year 2 of UHIA-VM11 Undergraduate History and Politics

This module is Option list D for:

- Year 2 of UHIA-VL13 Undergraduate History and Sociology