

Faculty of Economic, Social and Political Sciences



DEMO3424 Socio-economic surveys: design and analysis

[25h] 3 credits

Teacher(s): Catherine Gourbin
Language: French
Level: Third cycle

Aims

To present the approach to, and techniques of, surveys in the fields of social sciences and demography, by trying to distinguish between good and bad use, its potential and its limitations.

Main themes

- The survey technique compared with other methods (e.g. documentary studies, direct observation and experimentation).
- Quantitative surveys vs qualitative surveys.
- From the formulation of research concepts and hypotheses to the construction of an observation plan.
- The main stages of a survey: preparation, questioning, collating and analysis.
- Transversal and longitudinal surveys (studies of cohorts, and panels).
- Construction of the questionnaire and anticipated qualities.
- Types of questions (e.g. open/closed, social identification, opinions, knowledge, behaviour, projective techniques, and scales of attitudes).
- The general economy of the questionnaire (e.g. length, layout, order and presentation).
- Different forms of interview (e.g. non-directive, semi-directive, standardised, group and privileged informers).
- Rules to be obeyed in the communications process and the techniques of choosing surveys.
- Ways of administering the questionnaire, and their advantages and disadvantages (e.g. by post, by telephone, by face-to-face interviewer, computer-assisted and self-administered).
- Preparation of data: from questions to variables; the codification of closed questions, of open questions, of single-response questions, and multiple-choice questions.
- Procedures for encoding and the organisation of files.
- Re-coding and creating new variables (e.g. categorised and synthesised).
- Introduction to data-processing: flat files, crossed tables, and multivariate methods of analysing correspondences.
- Controlling and analysing zero-replies.
- The presentation of results, the verification of hypotheses, and the construction of the survey report.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Assessment: This will be based on a group construction of a simulated exercise in conducting a survey (e.g. formulation of the research hypotheses and of the observation plan, constructing the questionnaire, and analysing the results of an existing survey). There may be an opportunity to link with our other courses (i.e. DEMO 3225, DEMO 3432 and 3544, DEMO 3480 and SPED 3310).

Programmes in which this activity is taught

DEMO3DA Diplôme d'études approfondies en démographie
DEMO3DS Diplôme d'études spécialisées en populations et sociétés
ECGE3DS/MK Diplôme d'études spécialisées en économie et gestion (Master in business administration) (marketing)

Other credits in programs

DEMO3DA	Diplôme d'études approfondies en démographie	(3 credits)	
DEMO3DS	Diplôme d'études spécialisées en populations et sociétés	(3 credits)	Mandatory
ECGE3DS/MK	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (marketing)	(3 credits)	Mandatory