UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2017/2018
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES
INTEGRATED COURSE	SURVEY METHODOLOGY - INTEGRATED COURSE
CODE	18549
MODULES	Yes
NUMBER OF MODULES	2
SCIENTIFIC SECTOR(S)	SECS-S/05
HEAD PROFESSOR(S)	DE CANTIS STEFANO Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	DE CANTIS STEFANO Professore Ordinario Univ. di PALERMO
CREDITS	8
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**DE CANTIS STEFANO** Tuesday 10:00 12:00 Incontro telematico via Teams da concordare (e prenotare) con il docente.Online meeting via MS-Teams to be agreed (and booked) with the professor Thursday 10:00 12:00 Incontro telematico via Teams da concordare (e prenotare) con il docente.Online meeting via MS-Teams to be agreed (and booked) with the professor

DOCENTE: Prof. STEFANO DE CANTIS

PREREQUISITES	The students are expected to have basic knowledge of concepts and tools of descriptive statistics.
LEARNING OUTCOMES	Knowledge and understanding. Understanding of reports and common practices which involve the use of basic statistical techniques in survey methodology. Applying knowledge and understanding. The student must be able to effectively use the statistical techniques learned during the course, and to develop potential application fields of these techniques in different contexts of interest. Making judgements. The peculiar attention placed on the different stages which characterize the statistical analysis process - from the construction of the data, to its collection and analysis - aims at developing a higher judgement capability of information and of derived results, which are delivered from the main institutions and media which operate in the communication areas. Communication. Students are expected to be able in interpreting and communicating effectively the results derived from the application of survey techniques acquired during the course. This requires the knowledge of the essential elements of technical language of social statistics, the capability of interpretation of the results, and competences on writing research reports.
ASSESSMENT METHODS	Writtend and/or oral exam. Assessment Methods: The assessment is carried out of thirty. Rejected: Not sufficient 18: Just sufficient 19-21: Fully sufficient / More than sufficent 22-24: Fairly good 25-27: Good 28-29: Very good 30: Excellent 30 e lode: Excellent cum laude
TEACHING METHODS	Lecture style-instructions. Examples and exercises will be provided during the class. By considering the content of the subject, classes will have both a theoretical and applied approach.

MODULE
MODULE 2

Prof. STEFANO DE CANTIS

SUGGESTED BIBLIOGRAPHY

Groves, R. M., Fowler Jr, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2011). Survey methodology (Vol. 561). John Wiley & Sons.

AMBIT	21021-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	73
COURSE ACTIVITY (Hrs)	27

EDUCATIONAL OBJECTIVES OF THE MODULE

Surveys are key-elements in many aspects of society. Mass media represent an important connection between those who produce statistical information and citizens as final users of these information.
The course aims at developing critical capabilities of interpretation of statistical tools, techniques and results deriving from a survey. Moreover, the peculiar emphasis placed on the knowledge of the main techniques for describing and analyzing social phenomena allows for the development of comprehension capabilities of the results as well as competences related with data analysis and survey planning.

SYLLABUS

Hrs	Frontal teaching
6	Evaluating survey questions
6	Survey interviewing
6	METHODS OF DATA COLLECTION: Choosing the Appropriate Method and Effects of Different Data Collection Methods on Survey Errors.

Hrs	Practice
9	NONRESPONSE IN SAMPLE SURVEYS Major Types of Unit Nonresponse and Item Nonresponse Computing Response and Nonresponse Rates