



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2016/2017		
SECOND CYCLE (7TH LEVEL) COURSE	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 Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	DE CANTIS STEFANO	Professore Associato	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 Dip. SEAS, Edificio 13, secondo piano, stanza 89, sopra la ex presidenza Thursday 10:00 12:00 Incontro telematico via Teams da concordare (e prenotare) con il docente		

DOCENTE: Prof. STEFANO DE CANTIS

PREREQUISITES	The students are expected to have basic knowledge of concepts and tools of descriptive statistics.
LEARNING OUTCOMES	<p>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.</p>
ASSESSMENT METHODS	<p>Writtend and/or oral exam. Assessment Methods: Excellent - 30/30 cum laude - Excellent knowledge of survey methodology and of statistical language with particular reference to designing, conducting and interpreting survey methods, the student is able in applying the acquired knowledge for solving the proposed problems. Very good - 26/29 - Good Knowledge of survey methodology, Very good knowledge of statistical language with particular reference to designing, conducting and interpreting survey methods; the Student can apply the acquired knowledge for solving the proposed problems. Good - 24/25 - Basic knowledge of course topics, Dicret knowledge of statistical language of survey methodology, with a certain capability in the application of acquired knowledge for solving the proposed problems. Acceptable - 21/23 - Minimum knowledge of main course topics. Acceptable knowledge of statistical language. Minimum capability in the application of acquired knowledge for solving the proposed problems. Sufficient - 18/20 - Minimum knowledge of main course topics. Acceptable knowledge of statistical language. Low or no capability in the application of acquired knowledge for solving the proposed problems. Inadequate - Student doesn't have the minimum knowledge of the main contents of the course topics.</p>
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 1**

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)	76
COURSE ACTIVITY (Hrs)	24

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	An introduction to survey methodology A brief history of survey results. Some examples of ongoing surveys. Inference and errors in surveys A survey from a design perspective and from a quality perspective
6	Target population, sampling frames and coverage error. Sample design e sampling error
6	Methods of data collection and non response in sample survey
6	Questions and answers in survey

**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