

POP77164 — Survey Methods for Social Scientists

Module Information	
Module Code	POP77164
Module Title	Survey Methods for Social Scientists
Department	Political Science
Module Personnel	Jeffrey Ziegler
Academic Year	2026-27
Credit Weighting	5 credits
Semester	Semester 2
Contact Hours	I will hold office hours for individual 15-min meetings, please sign up! If you cannot attend regular office hours, please contact me via email.

Module Content	
Module Description	This course offers a comprehensive introduction to the design, implementation, and analysis of surveys. We start by exploring the foundations of sampling, including probability and non-probability approaches, survey modes, and new sources for samples such as online platforms. We then delve into questionnaire construction, examining the trade-offs between question-types, scale development, branching logic, and the impact of item order. We talk about key measurement issues, such as non-response, question wording, list experiments, as well as the challenges of social desirability and implicit attitudes. We also consider the broader survey context, investigating interviewer effects, priming, demand characteristics, and recency effects. In the final week, we turn to the analysis of survey data, focusing on strategies for handling missing data and applying appropriate weighting techniques. Learning will be driven by hands-on practice, critical evaluation of survey instruments, and applied data analysis exercises.
Module Learning Aims	N/A

Module Content

Learning Outcomes	N/A
Indicative Reading / Resources	I will provide a list of interesting and pertinent books that will be used during the course. You need to consult them occasionally, but you do not need to purchase them. I will provide the assigned readings in PDF format on the course website.

Assessment

Assessment Components	Problem Sets 50% End of Term Project 50% Reassessment Examination 100%
Assessment Details	N/A

Additional Information

Prerequisites	None
Co-requisites	None
Any other information	None