

Survey Research

Seminar #1: Introduction

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Outline

- Introduction and presentation
- First assignment
- Practical exercise: to use or not to use a survey
- Next week's seminar and Q&A

Goals of the seminars

- Support the lecture programme: in-depth reading and thematic discussion
- Support your learning with respect to key concepts from the lecture
- Practical, in an interactive and participative way

Let's meet each other

- What is your name?
- Why did you decide to study sociology/criminology?

First assignment: goals

- Experience to evaluate other people's survey
- Evaluate the choices they made
- Develop your critical skills

First assignment: process

- Choose a survey from SurreyLearn
- Part 1 (1,000w): evaluate it, select no more than 10 questions
 - What is good?
 - Are there any problems? How would you improve it?
 - Ethical issues?
- Use the literature to support your critiques [!]

First assignment: process

- Part 2 (1,000w): critically explain and discuss:
 - Mode of survey delivery
 - Sampling procedure
- Has benefited or limited to answer the research question? Any alternatives?
- No worries: **we will explore all these concepts** in the lectures and in the seminars!

First assignment: assessment criteria

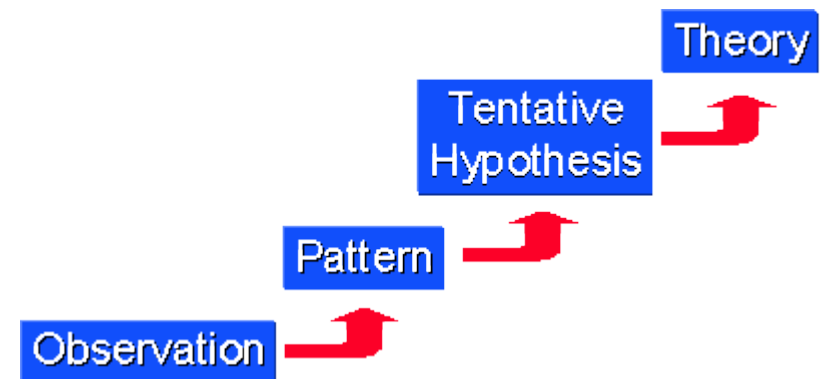
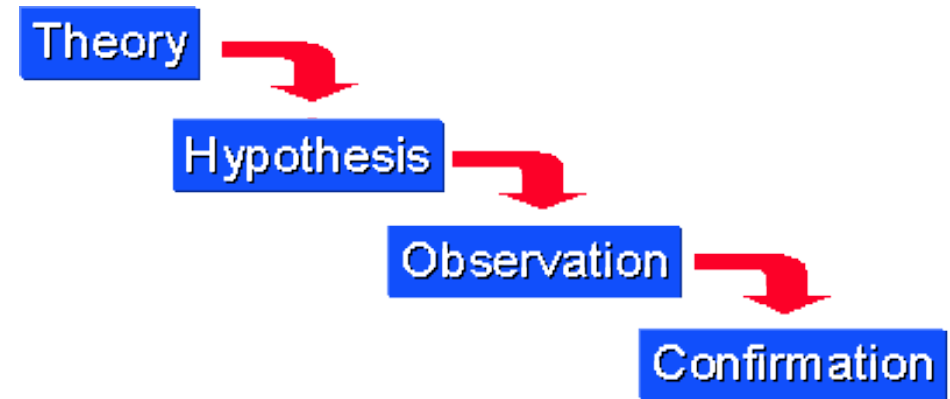
- Not necessary an essay form, but well structured
- We will be looking at your level of understanding, quality of your analysis, your use of literature, etc. (more on this in module guide)
- Deadline: **17/11/2015, 4PM** (via Surrey Learn)

Practical exercise

- To use or not to use a survey
- Discussion in groups of 4-6 people, different research topics for each group:
 - Could you think of a research question?
 - Would you use a deductive or an inductive approach?
 - Do you think it would be appropriate to use a survey to tackle this question? Why?
- Quick recap first!...

Practical exercise: deductive/inductive

- Deductive: from the general to the specific (top-down)
- Inductive: from the specific to the general (bottom up)



Source:

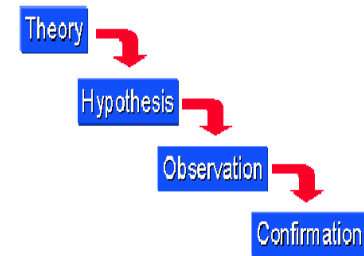
<http://www.socialresearchmethods.net/kb/dedind.php>

Practical exercise:

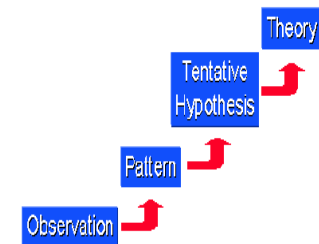
- Could you think of a research question?
- Would you use a deductive or an inductive approach? Why?
- Do you think it would be appropriate to use a survey to tackle this question? Why?

- *Remember:*

- Deductive: from the general to the specific (top-down)



- Inductive: from the specific to the general (bottom up)



Source:
<http://www.socialresearchmethods.net/kb/dedind.php>

Next week's seminar

- Choose one of the surveys. You will be working on it during the next seminars and use it for assignment #1
- Advice: make notes on concepts from lectures (e.g. strategy, sample size or characteristics). Bring them to next seminar.
- Working in groups, depending on survey you choose
- Readings

That's all! Questions?

Thanks! ¡Gracias!
Obrigado! Danke!
Grazie!

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