

**Class:** SOCI 380, Survey Methods  
**Class time:** Monday, Wednesday, Friday 3:00-4:00  
**Location:** ANSO 207  
**Instructor:** Edward Akhmetshin, Ph.D.  
 Email: eakhmets@yahoo.com  
 Office: ANSO 3108  
 Office Hours: after class on Fridays or by appointment

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This course is designed to provide a comprehensive introduction to the use of survey methods for social science research. The course is organized into three sections. First, we will consider the ways and techniques of *designing* a survey. Second, we will look at how to *administer* a survey. Third, we will cover the ways that we have to *analyze* the results from a survey.

### Required Reading

George Gray and Neil Guppy. 2008. *Successful Surveys: Research Methods and Practice*. Toronto: Harcourt Canada. Fourth Edition.

### Grading Summary

1. Survey questionnaire ----- 20%
2. Questionnaire review----- 20%
3. Final report ----- 20%
4. Final Examination ----- 40%

Please see the following Web site on Academic Integrity and the writing of papers in the Faculty of Arts (URL: <http://www.arts.ubc.ca/index.php?id=89>). You are expected to come to class and take notes. If you miss a class please get the notes from another student.

### CLASS SCHEDULE/ READING LIST

DATE	TOPIC	READING
Sept 4	Introduction to Survey Research	
6	Purpose of Surveys	Gray and Guppy ch 1 and 2
9	Ethical Issues	Gray and Guppy ch 3
11	Developing the Research Question	Gray and Guppy ch4 <b>(Survey questionnaire assignment)</b>
13	Designing the Research	Gray and Guppy ch 5
16	Measurement	Gray and Guppy ch 6
18	No class (Truth and Reconciliation Commission)	
20	Methodology Underlying Surveys	Gray and Guppy ch 7
23	Designing Questions	Gray and Guppy ch 8
25	Organizing the Questionnaire	Gray and Guppy ch 9

27	Formatting the Questionnaire	Gray and Guppy ch 10
30	Types of Surveys	Gray and Guppy ch 11 <b>(Survey questionnaires due in class; Questionnaire review assignment)</b>
Oct 2	Sampling from Populations	Gray and Guppy ch 12
4	Sampling: Methods of Selection	Gray and Guppy ch 13
7	Processing the Data	Gray and Guppy ch 14
9	Writing the Report	Gray and Guppy ch 15
11	Review of Survey Methods	<b>(Questionnaire reviews due in class)</b>
14	No class (Thanksgiving)	Happy Turkey Day!!
16	Review of questionnaires	<b>(Graded questionnaires and reviews handed out in class)</b>
Sep 18-21	Special topics	
23	In-class survey administration	<b>(Revised questionnaires due in class)</b>
25	In-class survey administration	
28	Lab Buchanan B125	
Oct 30 - Nov 4	Data Entry (lab)	
Nov 6-8	Data Analysis (lab)	
11	No class (Remembrance day)	
13	Data Analysis (lab)	
15-27	Work on final report (lab)	
29	Last Class, Review for Final	<b>(Final report due in class)</b>
	<b>FINAL EXAM</b> (Scheduled by the Registrar)	