

MODULE DESCRIPTOR

MODULE TITLE	SURVEY METHODOLOGY		
MODULE CODE	MA2872 (L5)	CREDIT VALUE	10 CREDITS (5 ECTS)
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

This module aims to present an overview of basic sampling techniques, and to develop students' understanding of the principles and methods used to design survey sampling schemes.

MODULE CONTENT

Sampling Schemes: Simple Random Sampling, Stratified Sampling, Systematic Sampling, Cluster Sampling, Multi-stage Sampling, Sample Size Determination, Estimation of mean and variance.

Ratio and Regression Estimators

Survey Errors: Non-sampling errors, Non-response, Questionnaire design, Methods of collecting data.

Sampling from a finite population

Sampling methods for rare or elusive populations

Indirect questioning techniques: stigmatizing characteristics and randomized response techniques.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Develop appropriate sampling schemes for a range of sample survey applications.
2.	Critically assess many aspects of the sampling design of existing sample surveys.

TEACHING METHODS

The class contact will consist of teaching classes together with workshops. Teaching classes will introduce new material and provide examples. Tutorials have no new material introduced. Students will attempt problems during the tutorials. Key elements of the learning strategy are regular sessions during which problems are attempted. Throughout the week students will be given a list of problems to attempt.

ASSESSMENT METHODS

The module is assessed through a written examination.