

**COURSE DATA****DATA SUBJECT****Code:** 33333**Name:** Surveys and opinion poll**Cycle:** Undergraduate Studies**ECTS Credits:** 4.5**Academic year:** 2026-27**STUDY (S)**

| Degree                      | Center                             | Acad. year | Period        |
|-----------------------------|------------------------------------|------------|---------------|
| 1319 - Degree in Psychology | Facultat de Psicologia i Logopèdia | 4          | First quarter |

**SUBJECT-MATTER**

| Degree                      | Subject-matter            | Character |
|-----------------------------|---------------------------|-----------|
| 1319 - Degree in Psychology | Surveys and opinion polls | ELECTIVES |

**COORDINATION**

FUENTES DURAN MARIA DEL CASTILLO

**SUMMARY**

Surveys and Opinion Studies is an optional subject, worth 4.5 ECTS credits, taught in the first semester of the fourth year.

The course aims to provide future psychology professionals with the necessary knowledge to conduct studies based on non-experimental methodology using opinion surveys and to interpret the information they provide. To achieve this, specific objectives include students acquiring the skills to identify problems arising from survey design, select appropriate techniques for each situation, perform relevant calculations using computers, interpret results, and prepare reports understandable by both professionals and non-professionals. In this way, the competencies intended for development and consolidation have clear transversal implications for any professional field within psychology.

This course will incorporate, whenever relevant to its context, the Sustainable Development Goals (SDGs), especially Goal 3: "Good Health and Well-being," Goal 4: "Quality Education," Goal 5: "Gender Equality," and Goal 10: "Reduced Inequalities".

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**



There are no specified enrollment restrictions with other subjects of the curriculum.

## **OTHER REQUIREMENTS**

It's advisable that students have acquired the basic notions from the methodology courses in behavioral sciences taught in previous years.

## **COMPETENCES / LEARNING OUTCOMES**

### **1319 - Degree in Psychology**

Be able to describe psychological data through statistical software and other information technologies.

Be able to design and conduct a survey and an opinion study.

Be aware of the usefulness of research surveys in different areas of psychology and related disciplines.

Know and comply with professional ethics of Psychology.

## **DESCRIPTION OF CONTENTS**

### **1. INTRODUCTION**

Concept. Types of Survey Designs. Components and Stages of Survey Research.

### **2. SURVEY DESIGN AND DEVELOPMENT**

Introduction. Methods for Content Identification. Content Development. Question Format and Response Biases. Preliminary Evaluation.

### **3. SAMPLING**

Introduction. Identifying the Target Population. Types of Sampling. Probabilistic Sampling. Non-Probabilistic Sampling. Determining Sample Size.

### **4. DATA COLLECTION METHODS**

Introduction. Key Aspects for the Survey Strategy. Classification. Advantages and Disadvantages. Comparison Between Methods.



## 5. DATA PROCESSING AND ANALYSIS

Introduction and Database Preparation. Transformation and Recoding of Variables. Basic Descriptive Analyses. Reliability and Validity of Measures. Hypothesis Testing.

## 6. INTERPRETATION AND PRESENTATION OF RESULTS: THE REPORT

Introduction. Method: Participants, Instruments, Procedure, and Data Analysis. Results. Conclusions. References. APA format in the development and presentation of the report.

### WORKLOAD

#### PRESENCIAL ACTIVITIES

| Activity                          | Hours        |
|-----------------------------------|--------------|
| Theoretical and practical classes | 45,00        |
| <b>Total hours</b>                | <b>45,00</b> |

#### NON PRESENCIAL ACTIVITIES

| Activity                              | Hours        |
|---------------------------------------|--------------|
| Attendance at other activities        | 0,00         |
| Individual or group project           | 50,00        |
| Independent study and work            | 10,00        |
| Preparation for assessment activities | 7,50         |
| Resolution of case studies            | 0,00         |
| <b>Total hours</b>                    | <b>67,50</b> |

### TEACHING METHODOLOGY

- Theoretical-practical classes supported by audiovisual aids, links to relevant websites, manuals, scientific articles, and other readings and materials.

- Practical sessions in computer labs, seminars, and workshops focused on applied aspects. In these, students, individually or in groups, work with the necessary materials to achieve a given objective. Students take a very active role in the learning process during these sessions.

- Completion of exercises on theoretical and applied aspects using self-contained materials.

### EVALUATION

The grade is based on evaluation in the following sections, for both the first and second attempts:



**Assessment System 1 (AS1):** *EVALUATION OF THEORETICAL AND PRACTICAL CONTENT THROUGH ORAL, WRITTEN, OR SKILLS PERFORMANCE TESTS.* This will account for 60% of the final grade. It will consist of two parts: A) continuous assessment during the course teaching period, with a weighting of 10%, and B) final assessment, with a weighting of 50%, for which a minimum proficiency of 50% will be necessary to pass the course, in both the first and second attempts. Both parts will be recoverable in the second attempt.

**Assessment System 2 (AS2):** *ORAL OR WRITTEN PRESENTATION OF REPORTS, INDIVIDUAL OR GROUP WORK, CLINICAL CASES, PROBLEM-SOLVING, or HANDLING OF DIAGNOSTIC TESTS.* This will account for 40% of the final grade. A minimum proficiency of 50% in this section is necessary to pass the course, in both the first and second attempts. This section is recoverable in the second attempt through a competency test.

Only the sections included in the evaluation will be summed when the established minimum requirements (SE1B and SE2) are met. If they are not met in the first attempt, the points obtained in the other sections will be carried over to the second attempt.

The course grade and any challenge to the grade will be subject to the provisions of the Regulation for Evaluation and Grading of the Universitat de València for Bachelor's and Master's Degrees (ACGUV 108/2017 of May 30, 2017). [http://www.uv.es/graus/normatives/2017\\_108\\_Reglament\\_avaluacio\\_qualificacio.pdf](http://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf)

As indicated by the regulations, the Distinction (Matrícula de Honor) may be awarded to students who have obtained a grade equal to or higher than 9.0, strictly in order of grade in the grading transcript. In case of a tie, the Distinction will be assigned to the student with the highest grade in Section B of SE1; if the tie persists, the SE2 grade will be used, and finally the SE1 Section A grade. If the tie continues, an additional test will be conducted.

Manifest copying or plagiarism of any assessment task will result in the inability to pass the course, followed by appropriate disciplinary procedures. Please note that, in accordance with Article 13.d) of the University Student Statute (RD 1791/2010, of December 30), it is a student's duty to refrain from using or cooperating in fraudulent procedures in evaluation tests, assigned work, or official university documents.

In cases of fraudulent practices, action will be taken as determined by the Protocol for Action in Cases of Fraudulent Practices at the Universitat de València (ACGUV 123/2020): <https://www.uv.es/sgeneral/Protocols/C83sp.pdf>

Faculty may request individual or group interviews to verify the degree of participation and achievement of objectives set for any developed task. Not accepting such verification will result in not passing the task or activity in question.

All assignments, activities, or exercises submitted by students in this course must be of their own authorship and original. In case of using artificial intelligence (ChatGPT or others), students must submit a declaration of responsible use.

## REFERENCES

### **Basic References:**

Cea D'Ancona, M. A. (2004). *Métodos de encuesta: teoría y práctica, errores y mejora*. Síntesis.



**Supplementary References:**

Tourangeau, R., Rips, L.J., y Rasunki, K. (2009). *The Psychology of Survey Response*. New York, Cambridge.

De Leeuw, E.D., Hox, J.J., y Dillman, D.A. (2008). *International Handbook of Survey Methodology*. New York, Psychology Press.

Dillman, D.A., Smyth, J.D., y Christian, L.M. (2009) *Internet, Mail and Mixed Mode Surveys*. New Jersey, John Wiley & Sons.

Fowler, F.J. (2009). *Survey Research Methods*. Boston, Sage Publications.

Rea, L.M., y Parker, R.A. (2005). *Designing and Conducting Survey Research: A Comprehensive Guide*. Hardcover

Fink, A.G. y Kosecoff, J. (2009). *How to Conduct Surveys: A Step-by-Step Guide*. Portland. Sage Publications.