



THE UNIVERSITY OF THE WEST INDIES

MONA CAMPUS

Department of Economics

Kingston 7

Jamaica, W.I.

ECON2014: Sampling Methods for the Business & Social Sciences

Year: Semester I, 2020

Co-requisite: ECON2008

Lecturer: Nekeisha Spencer

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Office: E210 Sir Alister McIntyre Building

Office hours: Tuesdays 1-3pm; Wednesdays 11-12pm

Course Description

This course takes a more practical approach to sampling methods with an emphasis on survey techniques. Students will learn how to apply different sampling techniques, methods of data collection while going through the process of designing and conducting a survey.

Learning Outcomes

Upon successful completion of the course, the student should be able to:

Design and produce a research proposal including:

- Meeting with stakeholders and determining the relevant issues to be studied
- Writing a literature review & methodology
- Constructing a questionnaire
- Determining a budgets & timelines

Conduct a survey including:

- Meeting with stakeholders
- Conducting a pilot study
- Re-evaluating and editing questionnaires
- Administering the questionnaire/interviews to collect the necessary data for analysis

Produce a report including:

- A data entry template with collected data

- An analysis of the data collected
- Other necessary components of the report

Modes of Delivery

Two lecture hours and one tutorial hour per week.

Assessment

The final grade in this course will be based on:

- Class quizzes/ participation – 40%
- Group presentation – 10%
- Research proposal – 10%
- Final project & Update presentation – 40%

For each assessment, in addition to the necessary calculations, students will be marked for the following:

- General Content
- Language
- Organization of thoughts
- General Presentation

It should also be noted that group participation grades must be submitted for each assignment that requires group work.

Syllabus

1. Basic Data Collection

- Importance of data collection in the study of statistics
- Concept of primary and secondary data
- Concept of quantitative and qualitative data
- Censuses, population registration, civil registration

2. Introduction to Survey Research

(Readings: DV – Chps 1-2; RP – Ch 1; EB – Chps 1-3)

- Definition History Polls
- Planning and execution of sample surveys/census
- Writing a Research Proposal

3. Methods of Data Collection

(Readings: DV – Chp 3, 7-8; RP – Ch 1,2-4; EB – Chps 8-9)

- Direct Investigation
- Indirect Investigation
- Data collection in developing countries

- Designing effective questionnaires
- Developing survey questions
- Administering the questionnaire

4. Conceptualization, Operationalization and Measurement

(Readings: DV – Chp 11; EB – Chps 5-6)

- Conceptualization
- Operationalization
- Criteria of Measurement Quality
- Index, Scales and Typologies

5. Data Analysis

- Data Quantification
- Univariate Analysis
- Bivariate Analysis

6. Sampling Theory & Sampling Methods

(Readings: DV – Chp 6; RP – Chps 8 - 9; EB – Chp 7)

- Concepts of basic terms of population, sample frame, unit of analysis, reliability and validity, principal information and auxiliary information
- Sampling with/without replacement
- Types of sampling methods
- Sampling rare populations
- Determining sample size

7. Ethics

(Readings: DV – Chp 5; EB – Chp 3)

8. Writing the Report

(Readings: DV – Chps 12 – 15 & 28; RP – Chps 5, 7, 10-11 & 13; EB – Chp 14 & 16 - 17)

Resources

Prescribed

Babbie, Earl. **The Practice of Social Research**, Tenth Edition, Wadsworth, 2004 (**EB**)

De Vaus, David. **Surveys in Social Research**, Fifth Edition, Routledge, 2007 (**DV**)

Bryman, A., Cramer, D. **Quantitative Data Analysis with SPSS 12 and 13: A guide for social scientists**, Routledge, 2005.

Highly Recommended

Rae, Louis, & Parker, Richard. **Designing and Conducting Social Research: A Comprehensive Guide**, Third Edition, Jossey-Bass, 2005 (**RP**)

Barnett, Vic. **Sample Survey: Principles & Methods**, Arnold, 2002