

Subject card

Subject name and code	Survey Methods, PG_00176631						
Field of study	Sociology						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Piotr Zbieranek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		20.0	50
Subject objectives	The aim of the course is to familiarize students with the basic issues concerning the conceptualization of research problems, designing and conducting survey research in sociology, as well as presenting various research techniques and consolidating skills in the construction of research tools.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SOCL3_K02] The graduate is ready to recognise and accurately resolve dilemmas related to his/her profession	Student can: 6.1. Apply knowledge of survey research methodology to identify and analyze ethical dilemmas arising in social research. 6.2. Formulate strategies for resolving ethical dilemmas in survey research, taking into account ethical and legal standards.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[SOCL3_K01] The graduate is ready to appropriately determine priorities in the implementation of a specific task	Student can: 7.1. Set research priorities in a survey project, taking into account time, financial and human resources constraints. 7.2. Manage time and resources during the implementation of the research	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[SOCL3_U13] The graduate is ready to cooperate effectively and assume various roles in a group	Student can: 4.1. Collaborate in a team to design, conduct, and analyze survey research, taking on different roles (e.g., research tool designer, interviewer, data analyst). 4.2. Communicate survey research findings effectively to different audiences (e.g., researchers, decision-makers, the public), adapting the form of communication to their needs and expectations.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[SOCL3_U07] The graduate is able to analyse proposed solutions to a specific problem in sociology and decide on appropriate solutions	Student can: 2.1 Evaluate the suitability of different survey research methods for analyzing a specific social problem and justify the choice of method. 2.2. Interpret survey research results in the context of the analyzed social problem and formulate recommendations for decision-makers.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[SOCL3_U06] The graduate is able to use the acquired sociological knowledge to resolve dilemmas arising in professional work	Student can: 3.1. Apply knowledge of survey research methodology to identify and analyze ethical dilemmas arising in social research. 3.2. Formulate strategies for resolving ethical dilemmas in survey research, taking into account ethical and legal standards.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[SOCL3_U04] The graduate is able to forecast social processes and phenomena on the basis of sociological knowledge using sociological research methods	Student can: 1.1. Identify key variables and indicators to measure in survey research related to predicted social phenomena. 1.2. Develop an analytical model to test hypotheses about relationships between variables in the context of predicting social phenomena.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[SOCL3_W06] The graduate knows and understands in an advanced way methods of quantitative and qualitative sociological research, including observation, interview, document analysis, and knows how to develop and report the results of research	Student can: 8.1. Critically evaluate the usefulness of different survey methods (e.g., mail, telephone, online surveys) depending on the purpose of the research, the study population, and available resources. 8.2. Design a questionnaire or interview guide according to the principles of survey research methodology, considering question types, measurement scales, and question order.	[SW3] text preparation/written work [SW5] implementation of a problem task

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	[SOCL3_W01] The graduate has advanced knowledge about the nature of social sciences, their place in the system of sciences and relations to other sciences and common knowledge, he/she can determine the specificity of sociology as a science in relation to its history, functions, subject and tasks, he/she can distinguish thematic areas of sociology common with other disciplines of social sciences and he/she knows different theoretical and methodological approaches in sociology	Student can: 5.1. Explain the role of survey research in the development of sociological knowledge and its importance for solving social problems. 5.2. Compare survey research methodology with other research approaches in sociology (e.g., qualitative, experimental), indicating their strengths and weaknesses.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
Subject contents	Module O. Introduction to the Subject Exercise 0. Organizational session - outlining the thematic axis of the course Module 1. Introduction to Methodology Exercises 2-3. Research process Module 2. Conceptualization Exercise 4. Research problem and questions Exercise 5. Research hypotheses Module 3. Operationalization Exercises 6-7. Research subject - unit of analysis, population, sampling Module 4. Creating a research tool Exercises 8-9. Creating a tool - questionnaire construction, question types Exercise 10. Operationalization - measurement of social phenomena Module 5. Implementation Exercise 11. Conducting a questionnaire interview Module 6. Interpretation and presentation Exercises 12-13. Data processing and analysis, reporting and presentation of data		
Prerequisites and co-requisites	Formal requirements: Completion of obligatory courses from the 1st year of Bachelor's degree studies in Sociology; no entry requirements.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project	51.0%	30.0%
	Student activity during classes	51.0%	10.0%
	Final exam (test)	51.0%	60.0%
Recommended reading	Basic literature	Babbie, E. (2013). <i>The Practice of Social Research</i> (Polish edition). Warsaw: Wydawnictwo Naukowe PWN. Lutyński, J. (1994). <i>Social Research Methods: Selected Issues</i> (Polish edition). Łódź. Frankfort-Nachmias, C., & Nachmias, D. (2001). <i>Research Methods in the Social Sciences</i> (Polish edition). Poznań. Gruszczyński, L. (2001). <i>Questionnaires in Sociology: Construction of Tools for Survey Research</i> (Polish edition). Katowice. Sztabiński, P., Sawiński, Z., & Sztabiński, F. (Eds.). (2005). <i>Fieldwork is an Art: How to Choose a Respondent, Encourage Participation in an Interview, and Conduct Research Reliably and Efficiently</i> (Polish edition). Warsaw.	
	Supplementary literature	P. Nardi. Doing Survey Research. Routledge 2018.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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