Module A2—Gathering Quantitative Data

Overview

This module introduces participants to the world of survey research. The module aims to provide participants with an overview of the key considerations when planning and designing research using surveys as well as practical advice on conducting a survey research project.

Learning objectives

On completing this module, participants will be learn:

1. Planning and designing a survey research project
2. Designing a questionnaire
3. Approaches to sampling
4. Collecting data
5. Data processing and analysis
6. Presenting and communicating results

Who should attend, and module pre-requisites

The module has been designed as an introduction to survey research. The course will be of value to anyone conducting surveys or using the results of survey research. No pre-requisite knowledge is required.

Topics covered

Day 1 Session 1

a) Introduction to survey research
b) Key concepts and terms

c) Research Objectives
d) Developing research questions

e) Designing your questionnaire
f) Selecting a survey mode and sampling strategy

Day 2 Session 1

g) Collecting data
h) Analysing the results
i) Communicating the findings