Syllabus

Course Description

Course Title	Conducting Survey-based Research
Course Code	28850
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	English
Degree Course	PhD Programme in Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585
Teaching Assistant	
Semester	Second semester
Course Year/s	1
CP	2.5
Teaching Hours	8h unibz + 8h unitn by Prof. Lucia Savadori
Lab Hours	0
Individual Study Hours	0
Planned Office Hours	
Contents Summary	This course aims to equip Ph.D. students with comprehensive skills in designing effective survey-based research projects. The course provides basic PhD level training in core survey design research methods expected to be required by students intending to undertake quantitative research, together with an understanding of specific approaches to be used in different research settings.
Course Topics	Prof. Serena Volo • Surveys in the space of social research methodology. Survey research in business, marketing and management research. • Survey mode choices: from traditional to social media

	possibilities. • Sampling: Basic concepts, Representativity, Probability and non-probability sampling, Multi-stage sampling, The role of stratification. • Levels of measurement of survey constructs. The importance of levels of measurement. The goals of description, classification and analysis. • Aligning the hypothesis, questionnaire design and analysis • The future of survey research: Emerging methods of alternative data collection, surveys vs. digital data/other data • Most common International and EU surveys • The lifecycle of a survey research: from finding a research topic to publication Prof. Lucia Savadori • Cognitive research into survey methodology • Steps involved in responding to survey questions • Importance of question comprehension and information retrieval • Design and implication of response options in surveys. • The debate around including 'Don't Know' (DK) options and filter questions. • Empirical findings on response option preferences and their impact on data quality. • How to decide on the number of points a response scale should have and the effects of scale length on reliability and validity. • Strategies for labeling response scale options, considering the effects of verbal and numeric labels. • Response orientation (primacy and recency effects) and the direction of options. • Practical guidelines for constructing effective questionnaire items based on research findings
Keywords	Survey Sampling Data collection Questionnaire
Recommended Prerequisites	Basic understanding of research methods is beneficial but not mandatory
Propaedeutic Courses	

Teaching Format	Frontal lectures combined with debates and exercises
Mandatory Attendance	Required
Specific Educational Objectives and Learning Outcomes	At the end of the course, the students will be able to properly use the main approaches characterizing survey research and applying survey-based research principles in different situations. Students will learn how to design questionnaires that effectively gather data while minimizing biases and errors. This includes understanding the cognitive processes respondents go through when answering survey questions, selecting appropriate response options, and structuring questionnaires to facilitate accurate and truthful responses.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Assessment mode is the same for both attending and non-attending students. Students are evaluated based on their contribution to group debates and in class activities/exercises.
Evaluation Criteria	• Clarity of designed questions • Mastery of questionnaire design principles • Ability to evaluate and improve existing questionnaires • Understanding of the requirements to manage a survey project • Ability to evaluate and design survey-based research projects • Ability to decide on sampling strategies
Required Readings	Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: The tailored design method (4th ed.). John Wiley & Sons.(Chapters 4-7). Selected chapters from Saunders, M., Lewis, P., & Thornhill, A. (2020). Research methods for business students. Pearson education.
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Reduced inequalities, Gender equality