

Department of Statistics

H223000 Public Opinion Survey (民意調查)

Spring 2023 (111 學年度第 2 學期)

1. *The mission of the College is to serve business and society in the global economy through developing professionally qualified and socially responsible business leaders as well as through advancing the frontiers of knowledge in business management.*
2. *The strategic objective of Department of Statistics is to cultivate quality professionals with enthusiasm and global perspectives.*

Undergraduate Program Learning Goals (goals covered by this course are indicated with checks):

	1	Undergraduate students should be able to communicate effectively in speaking and in writing.
✓	2	Undergraduate students should be able to solve strategic problems with creative and innovative approaches.
✓	3	Undergraduate students should develop leadership skills required of a person in a leading position.
		Undergraduate students should demonstrate ethical awareness in learning and in social networking.
	4	Undergraduate students should possess a global perspective and an awareness of the effects of globalization.
✓	5	Undergraduate students should acquire the skills and values required of a true professional.

➤ **Instructor/開課教師:**

Chung-I Li/李俊毅

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➤ **Prerequisite/先修科目:**

➤ **Course Description/課程描述:**

This course will provide the student with an introduction to the basic aspects of survey research. Topics include sampling, research design, data analysis, interpretation of results. The course will cover quantitative research and qualitative research.

➤ **Course Objectives/課程目標:**

1. Cover the basic elements of designing and evaluating questionnaires.
2. Learn how to develop a research question, access and analyze relevant data, and critically examine the quality of each data source.
3. Reviews a range of survey data collection methods that are both interview-based and self-administered.

➤ **Content Summary/課程內容:**

Week /週次	Topic/授課內容	Course URL/課程網址
1	Research Designs and Data Sources	https://www.coursera.org/learn/data-collection-framework#syllabus
2	Measurements and Analysis Plan	
3	Quality Framework	

4	Application of TSE Framework to Existing Surveys	Receive a Coursera certificate after completing all courses in weeks 1 to 4
5	Overview of Standardized Interviewing	https://www.coursera.org/learn/questionnaire-design Receive a Coursera certificate after completing all courses in weeks 5 to 10.
6	Response Process	
7	Asking Factual Questions	
8	Measuring Attitudes	
9	Measuring Attitudes	
10	Sampling People, Networks and Records	https://www.coursera.org/learn/data-collection-methods Receive a Coursera certificate after completing all courses in weeks 11 to 18.
11	Introduction, Classic Modes of Survey Data Collection	
13	Introduction, Classic Modes of Survey Data Collection	
14	Self-administration, Online Data Collection	
15	Self-administration, Online Data Collection	
16	Interviewers and Interviewing	
17	Interviewers and Interviewing	
18	Emerging modes, new data sources	

➤ **Teaching Approach(es)/教學方法** (如講授、討論、實作、報告、參訪、影音欣賞、個案研討、其他等)

序號	教學方法	分配(%)
1	Coursera Online Video 線上教學影片	80%
2	Coursera Homework and Online Quiz 作業及線上測驗	20%
總計		100%

➤ **Textbook/教科書:**

The course materials are provided by Coursera. There is no assigned textbook.

➤ **Reference/參考書目:**

➤ **Grading Policy/評量方式:**

(*Grading Policy for AACSB Multiple Assessment :)

		Final Report		
COMMU	<input type="checkbox"/> Oral Communication/ Speaking			
	<input checked="" type="checkbox"/> Written Communication/Writing	40		
CPSI	<input type="checkbox"/> Creativity and Innovation			
	<input type="checkbox"/> Problem Solving			

Undergraduate Program

	■ Analytical & Computational Skills	30		
LEAD	<input type="checkbox"/> Leadership			
	<input type="checkbox"/> Ethic & Social Responsibility			
GLOB	<input type="checkbox"/> Global Awareness			
VSP	<input type="checkbox"/> Values, Skills & Professionalism			
	■ Technical Skills	30		
	<input type="checkbox"/> Management Skills			