



UNSW SCIENCE
School of Maths and Statistics

Course outline

MATH3831
**Statistical Methods in Social and Market
Research**

Term 2, 2022

Staff

Position	Name	Email	Room
Lecturer-in-charge	Dr Feng Chen	feng.chen@unsw.edu.au	RC-1031

Please refer to your Timetable on MyUNSW for your Lecture Tut, Lab enrolment days and times.

Timetable weblink: <http://timetable.unsw.edu.au/2022/MATH3831.html>

Administrative Contacts

Please visit the School of Mathematics and Statistics website for a range of information on School Policies, Forms and Help for Students.

For information on Courses, please go to “Current Students” and either Undergraduate and/or Postgraduate”, Course Homepage” for information on all course offerings,

The “Student Notice Board” can be located by going to the “Current Students” page; Notices are posted regularly for your information here. Please familiarise yourself with the information found in these locations. The School web page is: <https://www.maths.unsw.edu.au>

If you cannot find the answer to your queries on the web you are welcome to contact the Student Services Office directly.

By email Undergraduate ug.mathsstats@unsw.edu.au

By phone: 9385 7011

Should we need to contact you, we will use your official UNSW email address of in the first instance. **It is your responsibility to regularly check your university email account. Please state your student number in all emails.**

Course Information

Assumed knowledge / Pre-Requisite: MATH2801 or MATH2901

Exclusions: None

We are aware some course exclusions on the Handbook may be different to the School website. We are in the process of updating this information. Meanwhile, students should be following the Handbook course information with the School website information as a supplement.

Course Aims

This course aims to develop skills important for the design and analysis of research in the social sciences and in market research. Specific focus will be on developing skills for survey sampling, and questionnaire design and analysis.

Course Description

In this course you will develop skills important for the design and analysis of research in the social sciences and in market research. The specific focus will be on issues related to survey sampling, and questionnaire design and analysis. By the end of this course, you will be able to identify an appropriate survey design for a particular situation, estimate the required sample sizes to achieve a given level of precision, estimate key quantities of interest (typically expressed as averages, totals or ratios), and make inferences about key quantities using their sample estimates. In addition, you will be able to design a questionnaire suitable for answering a key research question, and analyse responses to a questionnaire using a range of modern techniques.

Assessment and Deadlines

Assessment	Week	Weighting %	Due Date	CLO
Project 1	Week 5	10%	Friday, 1 June	CLO1, CLO2, CLO3
Mid-term Test	Week 7	20%	Tut-Lab Hour (BYO Laptop)	CLO1, CLO2, CLO3
Project 2	Week 10	20%	Friday, 10 August 2022	CLO1, CLO2, CLO3, CLO4, CLO5
Final Exam	Exam period	60%		CLO1, CLO2, CLO3, CLO4, CLO5

Late Submission of Assessment Tasks

No late submissions will be accepted. (Where "late" in this context means after any extensions granted for Special Consideration or Equitable Learning Provisions.)

Course Learning Outcomes (CLO)

CLO1 Describe the common sampling strategies, and recognise them from a description of how a survey was done

CLO2 Identify which sampling strategy is appropriate for a given context

CLO3 Estimate key population parameters of interest and measures of uncertainty, for a given sampling strategy

CLO4 Appreciate important issues in questionnaire design, develop appropriate questionnaires, and critique a given questionnaire

CLO5 Generate and interpret computer output for questionnaire analysis, factor analysis and cluster analysis.

Course Schedule

The course will include material taken from some of the following topics. This is should only serve as a guide as it is not an extensive list of the material to be covered and the timings are approximate. The course content is ultimately defined by the material covered in lectures.

Weeks	Topic
1	Approaches to sample survey design, Simple random sampling
2	Ratio Estimation
3	Estimation using auxiliary information; Systematic sampling
4	Stratified sampling; Poststratification; Sampling with unequal probabilities.
5	Single-stage cluster sampling, two-stage cluster sampling
7	Questionnaire design; Attitude measurement
8	Reliability and validity of measurement scales
9	Factor analysis
10	Cluster analysis

Textbooks

- Lohr, S. Sampling: Design and Analysis, Duxbury Press (ed 1 or 2 or newer, recommended reference for survey sampling);
- Scheaffer, R., Mendenhall, W., Ott, L. Elementary Survey Sampling. Fifth edition (or newer), Duxbury Press;
- Babbie, E. R. The Practice of Social Research. Eleventh edition (or newer), Wadsworth (for questionnaire design);
- Hair, Anderson, Tatham, Black. Multivariate Data Analysis. Six edition (or newer), Prentice-Hall (for factor/cluster analysis).

Moodle

Log in to Moodle to find announcements, general information, notes, lecture slide, classroom tutorial and assessments etc.

<https://moodle.telt.unsw.edu.au>

School and UNSW Policies

The School of Mathematics and Statistics has adopted a number of policies relating to enrolment, attendance, assessment, plagiarism, cheating, special consideration etc. These are in addition to the Policies of The University of New South Wales. Individual courses may also adopt other policies in addition to or replacing some of the School ones. These will be clearly notified in the Course Initial Handout and on the Course Home Pages on the Maths Stats web site.

Students in courses run by the School of Mathematics and Statistics should be aware of the School and Course policies by reading the appropriate pages on the Maths Stats web site starting at:

<https://www.maths.unsw.edu.au/currentstudents/assessment-policies>

The School of Mathematics and Statistics will assume that all its students have read and understood the School policies on the above pages and any individual course policies on the Course Initial Handout and Course Home Page. Lack of knowledge about a policy will not be an excuse for failing to follow the procedure in it.

Academic Integrity and Plagiarism

UNSW has an ongoing commitment to fostering a culture of learning informed by academic integrity. All UNSW staff and students have a responsibility to adhere to this principle of academic integrity. Plagiarism undermines academic integrity and is not tolerated at UNSW. *Plagiarism at UNSW is defined as using the words or ideas of others and passing them off as your own.*

The **UNSW Student Code** provides a framework for the standard of conduct expected of UNSW students with respect to their academic integrity and behaviour. It outlines the primary obligations of students and directs staff and students to the Code and related procedures.

In addition, it is important that students understand that it is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Nor is it permissible to sell copies of lecture or tutorial notes as students do not own the rights to this intellectual property.

If a student breaches the Student Code with respect to academic integrity, the University may take disciplinary action under the **Student Misconduct Procedure**.

The UNSW Student Code and the Student Misconduct Procedure can be found at:

<https://student.unsw.edu.au/plagiarism>

An online Module “[Working with Academic Integrity](https://student.unsw.edu.au/aim)” (<https://student.unsw.edu.au/aim>) is a six-lesson interactive self-paced Moodle module exploring and explaining all of these terms and placing them into your learning context. It will be the best one-hour investment you’ve ever made.

Plagiarism

Plagiarism is presenting another person's work or ideas as your own. Plagiarism is a serious breach of ethics at UNSW and is not taken lightly. So how do you avoid it? A one-minute video for an overview of how you can avoid plagiarism can be found <https://student.unsw.edu.au/plagiarism>.

Additional Support

ELISE (Enabling Library and Information Skills for Everyone)

ELISE is designed to introduce new students to studying at UNSW.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

The *ELISE* training webpages:

<https://subjectguides.library.unsw.edu.au/elise/aboutelise>

Equitable Learning Services (ELS)

If you suffer from a chronic or ongoing illness that has, or is likely to, put you at a serious disadvantage, then you should contact the Equitable Learning Services (previously known as SEADU) who provide confidential support and advice.

They assist students:

- living with disabilities
- with long- or short-term health concerns and/or mental health issues
- who are primary carers
- from low SES backgrounds
- of diverse genders, sexes and sexualities
- from refugee and refugee-like backgrounds
- from rural and remote backgrounds
- who are the first in their family to undertake a bachelor-level degree.

Their web site is: <https://student.unsw.edu.au/els/services>

Equitable Learning Services (ELS) may determine that your condition requires special arrangements for assessment tasks. Once the School has been notified of these, we will make every effort to meet the arrangements specified by ELS.

Additionally, if you have suffered significant misadventure that affects your ability to complete the course, please contact your Lecturer-in-charge in the first instance.

Academic Skills Support and the Learning Centre

The Learning Centre offers academic support programs to all students at UNSW Australia. We assist students to develop approaches to learning that will enable them to succeed in their academic study. For further information on these programs please go to:

<http://www.lc.unsw.edu.au/services-programs>

Applications for Special Consideration for Missed Assessment

Please adhere to the Special Consideration Policy and Procedures provided on the web page below when applying for special consideration.

<https://student.unsw.edu.au/special-consideration>

Please note that the application is not considered by the Course Authority, it is considered by a centralised team of staff at the Nucleus Student Hub.

The School will contact you (via student email account) after special consideration has been granted to reschedule your missed assessment, for a *lab test or paper-based test* only.

For applications for special consideration for *assignment extensions*, please note that the new submission date and/or outcome will be communicated through the special consideration web site only, no communication will be received from the School.

For Dates on Final Term Exams and Supplementary Exams please check the “Key Dates for Exams” ahead of time to avoid booking holidays or work obligations.

<https://student.unsw.edu.au/exam-dates>

If you believe your application for Special Consideration has not been processed, you should email specialconsideration@unsw.edu.au immediately for advice.

Course Evaluation and Development (MyExperience)

Student feedback is very important to continual course improvement. This is demonstrated within the School of Mathematics and Statistics by the implementation of the UNSW online student survey *myExperience*, which allows students to evaluate their learning experiences in an anonymous way. *myExperience* survey reports are produced for each survey. They are released to staff after all student assessment results are finalised and released to students. Course convenor will use the feedback to make ongoing improvements to the course.