

- Faculté des sciences économiques
- www.unine.ch/seco

Introduction to Survey (Experiment) Methods in Social Science Research (5TS2012)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Doctorat en travail social	Cours: 2 ph	Voir ci-dessous	3
Master en économie appliquée	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

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Survey methods are a cornerstone of quantitative research in the social sciences, offering valuable insights into human behavior, attitudes, and social trends. As experiments become more prevalent, they complement surveys by enabling researchers to test causal relationships and deepen our understanding of complex social phenomena.

This course provides an introduction to both approaches from an applied design perspective. It is designed for PhD (and Master's) students interested in mastering survey methods and experimental techniques in quantitative social science research. Topics covered include basic experimental design, survey experiments, questionnaire construction, sampling strategies, and the empirical analysis of survey and experimental data. Students will gain the skills necessary to design their own research studies and critically evaluate academic publications that use these methods.

Forme de l'évaluation

The examination will take place during the semester (Examen Intermédiaire).

During the semester, students will develop their own survey experiment design, which may be related to their own research interests. They will receive feedback on an initial presentation of their design and subsequently submit a term paper that incorporates this feedback.

Presentation: Students will present their study design in class. The quality of the design, the clarity of the presentation, and performance during the Q&A session will be graded.

Project: After receiving feedback, students will submit a final term paper (maximum 15 pages) describing their research design. This paper will be graded.

Grades will be based on participation during lectures and presentations (5%), the design presentation (65%), and the final term paper (30%).

Exams and retake exams are organized by the ITTS. The relevant procedures will be explained in class or communicated separately where necessary.

Modalités de rattrapage

Oral presentation of the research design & Q&A (45 minutes; 100% of the final grade).

Retake exams are organized by the ITTS. The relevant procedures will be explained in class or communicated separately where necessary.

Documentation

All the documentation will be available on Moodle.

Pré-requis

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This course requires prior experience with quantitative methods in the social sciences. Participants should have at least attended the 'Making Sense of Data' course offered in the fall or demonstrate an equivalent level of knowledge like an introductory course in Econometrics.

The course is open to:

- Registered PhD students at the ITTS and other institutions or programmes.
- Registered Master's students.
- Prospective ITTS PhD students whose eligibility for admission has been formally assessed and confirmed by the ITTS.

The number of participants is limited to 15.

Forme de l'enseignement

Teaching periods

Fridays 05.03.2027 (fd), 19.03.2027 (fd), 30.05.2027 (fd), 28.05.2027 (am)

(am = half-day 09:15–12:45; fd = full-day 09:15–17:15)

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Design surveys and experiments
- Defend own study design
- Choose own study design
- Criticise survey based research
- Carry out survey analysis

Compétences transférables

- Develop (research) ideas
- Defend own arguments/designs/ideas
- Prepare presentation and materials
- Practice giving feedback
- Develop research design
- Write academic reports
- Practice statistical methods
- Practice presenting
- Criticise survey and experimental methodology
- Communicate