UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2017/2018
MASTER'S DEGREE (MSC)	PUBLIC AND BUSINESS COMMUNICATION AND ADVERTISING
SUBJECT	THEORY AND TECHNIQUE OF OPINION POLLS
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50503-Discipline della comunicazione pubblica e d'impresa
CODE	15522
SCIENTIFIC SECTOR(S)	SECS-S/05
HEAD PROFESSOR(S)	OLIVERI ANTONINO MARIO Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	60
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**OLIVERI ANTONINO MARIO** Tuesday 15:30 17:30 Piattaforma Microsoft Teams o incontri in presenza, da concordare via email e se le condizioni sanitarie lo renderanno possibile.

DOCENTE: Prof. ANTONINO MARIO OLIVERI

PREREQUISITES	No pre-requisites are required to participate in the course. The diverse background of the students, who may come from undergraduate programs devoid of basic statistical training, suggests to devote the first lessons to these issues, which will form the object of reviewing for some, and literacy for others.
LEARNING OUTCOMES	Knowledge and understanding. Students are expected to get knowledge and expertise related to polls carried out to consult citizens and stakeholders, to analyze customer satisfaction and preferences, to survey markets, consumer preferences, and to evaluate the impact of public policies. Students will be made able to understand specific survey designs built by professionals and research institutes, and develop their own and original. In addition, students will be able to describe and explain social phenomena which are of typical interest of communicators. Applying knowledge and understanding. Students are expected to use knowledge by learning how to plan and implement independently customer satisfaction surveys and opinion polls. To do this, they will learn how to distinguish between different sampling designs, and to qualify the work done by individuals inside or outside organizations. Indeed, consultants cannot often interact with any person properly trained within the organization buyer, resulting in drop in motivation / responsibility in their performances. Finally, it is expected that at the end of the course, students will be able to implement sample surveys and process the data with a PC. Making judgments. The nature and content of the course are particularly suited to this goal: all the steps that describe the research designs are analyzed within the course, to allow students to critically select, among different instruments, the most appropriate to the nature of the phenomena under scrutiny and the contextual conditions (time and budget constraints, venue of the surveys, etc.). Students will develop further autonomous ability to choose appropriate investigation techniques, through the sensibility and attention to check both sampling and non-sampling errors. Communication Students will be able to interpret and communicate effectively and clearly the results of their investigations, also in favor of non-expert publics. To do this, students have to acquire and consolidate elements of the statistical language, as well as the ability to produce research reports. These abilities are even more relevant since supposed for professional communicators. Lifelong learning skills. Critical reflection on the use of the methods and principles for carrying out polls and interpreting research results is the main aim of the course. This reflection contributes to the development of a capacity of learning that will allow students to appropriately evaluate research designs other than those analyzed in the course. The course will provide the essential coordinates, also in terms of statistical language and mathematical formalization, for subsequent self-deepening / widening of knowledge.
ASSESSMENT METHODS	Oral interview. The oral examination consists in discussing an opinion poll in its qualifying characteristics, starting from the preliminary analysis of literature, up to data analysis and the interpretation of results. Based on a student's choice, the poll under discussion may have already been done by a research company or only suggested by the student himself, who could subsequently prepare a research report (for a poll already done) or a project (for a poll suggested only). During the course and also after its conclusion, this research report or project will be revised also more than once after meetings between the student and the teacher. This way, the student will better consolidate theories and techniques learned during the lessons through professional practice. The completion of a research report/project is however not mandatory: in the absence of such an instrument, it will be the teacher, during the examination, to urge the student's reflections on how to construct and operate within the setting of a survey. Structured in the described terms, the oral interview seeks to determine all the skills that are presented below as "expected results": knowledge and understanding (of the teaching program content items), ability to apply knowledge and understanding (by planning a poll or by critically discussing the features of a poll already done), independent judgment (mainly related to the relationship between technical and operational proposals submitted by the student and constraints such as costs and predictable times for conducting the research), communication skills (preparation of the research report / project or improvisation of solutions to research problems posed by the teacher during the exam), learning ability (including possible original solutions to the problems typically encountered when carrying out surveys).

	During the interview, both open and semi-structured stimuli will be organized so as to allow students to independently develop answers and reflect on the study. Well-defined, distinct and uniquely interpreted stimuli will be constructed to allow comparability using constraints that define a track for the reply (concepts to be addressed, level of generalization, logical and formal correctness of the proposed solutions). The assessment will be expressed in thirtieths with possible honours. Therefore, with reference to the expected results of the course: - A score of 30/30 and possible honours will be awarded to those who demonstrate full possession of the already discussed skills (including communication); - A score of 26-29 in case these abilities are held in a satisfactory manner; - A score of 22-25 in case abilities are held more than sufficiently; - A score of 18-21 if abilities are held just sufficiently or little more than sufficiently; - INSUFFICIENT for lower students' performances.
EDUCATIONAL OBJECTIVES	In their daily work, communicators meet the world of research especially to analyse the context, customer satisfaction, consumers' preferences and needs. In this sense, the course is designed to provide students with the basic tools needed to: - Identify where and when internal and external consumers can be consulted; - Describe research techniques from a methodological point of view, in the context of quantitative research; - Analyze case studies from a comparative point of view; - Use research techniques, controlling the sources of error; - Process the data obtained from sample surveys; - Present research projects and results from field surveys.
TEACHING METHODS	Lectures, classroom exercises, laboratory exercises.
SUGGESTED BIBLIOGRAPHY	- Pitrone M.C., Sondaggi e interviste. Lo studio dell'opinione pubblica nella ricerca sociale, Franco Angeli, Milano 2009 - Borra S., Di Ciaccio A., Statistica, metodologie per le scienze economiche e sociali, McGraw-Hill, Milano, 2014. - Dispense fornite dal docente.

SYLLABUS

Hrs	Frontal teaching
2	Basic statistical concepts: populations, variables. Frames and samples. Levels of measurement.
4	Univariate analysis.
4	Bivariate analysis.
2	Public opinion: definitions.
2	Polls. General characteristics of polls.
3	Research designs. Sample surveys. Sampling errors and non-sampling errors: definitions.
3	The interviewer. Generation and control of non-sampling errors
3	The interviewee. Generation and control of non-sampling errors.
3	The questionnaire. Generation and control of non-sampling errors.
2	Notes on several scales for measuring attitudes and opinions. Inclusion in the questionnaire.
2	Data collection: the administration of questionnaires.
3	General principles of probability. Theoretical distributions.
3	Simple and complex, probabilistic and non-probabilistic sampling designs.
3	The classical theory of statistical inference.
3	Parameters and statistics. Sampling distributions: mean, variance, and proportions. The measurement of the sampling error.
3	Properties of estimators. Confidence intervals. The sample size.
2	Hypothesis testing.
3	Hypothesis testing on the arithmetic mean, on the proportion, on the relations between two variables.

Hrs	Practice
4	Tutorial on the construction of questionnaires.

Hrs	Workshops
6	Data management and analysis for the presentation of survey results. Use of the PSPP software.