

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED SCIENCES		
<b>DEPARTMENT</b>	DIGITAL MEDIA AND COMMUNICATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	DMC 535	<b>SEMESTER OF STUDY</b>	5 <sup>th</sup>
<b>COURSE TITLE</b>	PUBLIC OPINION POLLS		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		2	
Practice - Workshops		1	
Lab exercises		2	
Total		5	5
<b>COURSE UNIT TYPE</b>	Compulsory, Special Course Infrastructure		
<b>PREREQUISITES :</b>	DMC 255		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://elearn.teikoz.gr/course/view.php?id=84">http://elearn.teikoz.gr/course/view.php?id=84</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>Opinion polls are regarded as an effective tool for communication consultants and public relations practitioners since they are an important input in their decision making process. Moreover, opinion polls help communication professionals analyze and understand their publics as well as their internal and external environment. The aim of this module is to familiarize students with the process of a quantitative research such as an opinion poll and enable them to evaluate the design and results of an opinion poll. Moreover, this course provides students the know-how of (a) setting right research objectives and hypotheses, (b) choosing the right sampling method and statistical analysis, and (c) preparing and presenting the results of a quantitative survey. An important part of this module focuses on the use of the statistical package of SPSS for statistical analysis purposes.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate the credibility and reliability of an opinion poll design and results.</li> <li>2. Analyze and compare the results of relevant opinion polls that are reported in the mass media.</li> <li>3. Design the methodology of a quantitative survey by setting the right research objectives, developing the research hypotheses and choosing the right sampling method.</li> <li>4. Design the data collection tool (i.e. questionnaire).</li> <li>5. Use the statistical package of SPSS to input data in a codified way as well as to analyze them.</li> <li>6. Choose the right statistical test in order to implement the research goals and test the research hypotheses.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Research, analysis and synthesis data and information through the use of the appropriate technologies.</li> <li>• Autonomous work</li> <li>• Decision making</li> <li>• Critical thinking</li> </ul>

- Free, creative and inductive thought
- Production of new research ideas

### 3. COURSE CONTENTS

The course is organized around topics such as:

- Historical evolution of opinion polls in the USA and Greece
- Code of conduct of polling and research firms
- Evaluating the reliability and credibility of an opinion poll
- Stages of the survey process, types of survey and research techniques
- Questionnaire design
- Survey sampling methods
- SPSS Basics: Data entry
- Descriptive statistics
- Correlation analysis
- T-test
- Analysis of variance

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.  Use of SPSS (Statistical Package for Social Sciences)	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	Lectures	26
	<i>Lab Exercises</i>	26
	Practice - Workshops	13
	Project Work (non-compulsory)	24
	Personal Study	36
	<b><i>Total Work Load for student with project work</i></b>	<b>125</b>
	Lectures	26
	<i>Lab Exercises</i>	26
	Practice - Workshops	13
	Personal Study	60
	<b><i>Total Work Load for student with project work</i></b>	<b>125</b>
	<b>ASSESSMENT METHODS</b>	<p>I. End of Semester Formal Examination (60%-35%)</p> <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Laboratory Exercises</li> <li>- Problem Solving</li> </ul> <p>II. Presentation of Group/Individual Projects (0-25%)</p> <p>iii. Lab examination 40 %</p>

### 5. RESOURCES

- *Recommended Book Resources:*

- Edited Volume (2005), *Public Opinion in Greece 2004*, A & S Savvalas, Athens (In Greek).
- Edited Volume (1999), *Public Opinion in Greece 1999-2000*, Livani Publishing, Athens (In Greek).

- Vernadakis, Ch. (2011), *Public Opinion in Greece 2008-2010*, A & S Savvalas, Athens (In Greek).
- VPRC Institute and Vernadakis, Ch. (2008), *Public Opinion in Greece 2007*, A & S Savvalas, Athens (In Greek).
- Farmakis, N. (2009), *Opinion Polls and Ethics*, A. and P. Christodoulidou, Athens (In Greek).
- Siomkos, G. and Mavros, D. (2008), *Market Research*, Stamoulis Publishing, Athens (In Greek).
- Siomkos, G. and Vasilikopoulou, A. (2005), *Applying Methods and Analysis in Market Research*, Stamoulis Publishing, Athens (In Greek).
- David de Vaus (2011), *Social Data Analysis: 50 Principle Issues*, Pedio A.E. (in Greek)
- Asher, H. (2007), *Polling and the Public: What Every Citizen Should Know* (7th Edition), CQ Press, USA.
- Malhotra, N. (2009), *Marketing Research: An Applied Orientation* (6th Edition), Pearson Education.
- Janssens, W., de Pelshacker, P., van Kenhove, P., & Wijnen, K. (2008), *Marketing Research with SPSS*, Pearson Education.
- Gawiser, S. and Witt, E. (2010), Twenty Questions a Journalist Should Ask About Poll Results, in Babbie, E. (Eds.), *The Practice of Social Research* (7th Edition), pp. 129-134

- Recommended Article/Paper Resources:

- Welch, R. (2002), Polls, Polls, and More Polls An Evaluation of How Public Opinion Polls Are Reported in Newspapers, *The Harvard International Journal of Press/Politics*, Vol. 7, pp. 102-110.
- Price, V. and Stroud, N. (2005), Public Attitudes Toward Polls Evidence from the 2000 US Presidential Election, *International Journal of Public Opinion Research*, Vol. 18, No. 4, pp. 393-421.
- Kohut, (1986), Rating the Polls: The Views of Media Elites and the General Public Opinion, *Public Opinion Quarterly*, Vol. 10, No. 1, pp. 1-10.