

Management IV : Survey methods

Level: Licence 2

Track: All

Semester: S2

Teaching hours: 14 hours of lectures and 14 hours of tutorials.

Teaching language: French

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Course's objectives:

This lecture aims to allow students to initiate an initial reflection on quantitative survey, opinion poll, and census data, focusing on their nature and creation processes. The objective is to combine a theoretical approach, covering the core principles of surveying, the key stages of survey data creation, and the use of various methods, with a practical approach focused on mastering related techniques and issues through hands-on practice and the execution of a long-term survey project.

Lesson plan:

Chapter 0 – Introduction: Data Production

Chapter 1 – Survey Principles

Chapter 2 – The Questionnaire

Chapter 3 – Inference and Estimators

Chapter 4 – Sampling

Skills developed:

This course's theoretical component aims to enable students to understand questionnaire design, study population selection, survey parameter definition, and the mastery of survey tools and techniques.

Through a collective group objective presented in the first session and broken down sequentially throughout the seminars, this course also aims to engage students over several months in a team project. This enables them to develop organizational abilities (adaptability, accountability) as well as soft skills (communication, conflict resolution, emotional intelligence). Furthermore, the survey project inherently draws on creative skills and allows students to cultivate a reflective practice—not only regarding the material taught, but also in their own presentation approach through the project.

Grading system:

Continuous assessment with a written exam (50%) covering the entire course (lectures and seminars). A mini survey report submitted at the end of the seminar work (20%), an oral defense (20%), and a grade based on seminar quizzes (10%).

Prerequisites:

Data Management L1 / Statistics L1/L2

**Bibliography / references:**

Ardilly, P. (2006). *Les techniques de sondage*. Editions Technip.

Berthier, N. (2023). *Les techniques d'enquête en sciences sociales : méthodes et exercices corrigés*. (Armand Colin)

Blanchet, A. et al. (2022). *Les techniques d'enquête en sciences sociales*. (Armand Colin)

Bréchon, P. (2011). *Enquêtes qualitatives, enquêtes quantitatives*. (Presses universitaires de Grenoble).

Chaudhuri, A., & Christofides, T. C. (2013). *Indirect questioning in sample surveys*. Springer Science & Business Media.

Glennerster, R., & Takavarasha, K. (2013). Running randomized evaluations: A practical guide. In *Running randomized evaluations*. Princeton University Press.

Sauvayre, R. (2013). *Les méthodes de l'entretien en sciences sociales*.

Schwarz, N., Groves, R. M., & Schuman, H. (1999). *Survey methods*. Survey Methodology Program, Institute for Social Research, University of Michigan.