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TEACHING ASPECTS ON SURVEYS, ON QUESTIONNAIRE DESIGN, ON PILOT SURVEY, ON SAMPLE SELECTION AND DATA COLLECTION USING QUESTIONPRO AND OBTAINED DATA ANALYSIS WITH SPSS

Biruta Sloka[1]

[1]University of Latvia, Latvia
e-mail: Biruta.Sloka@lu.lv

Abstract

There are requirements for students on all study levels (bachelor, master and doctoral) to have empirical research and very often students use survey designed by themselves and developed by them questionnaire for their empirical research. The aim of this report is share the practical experience in teaching aspects on surveys and questionnaire design, to discuss different aspects on best possible and reliable information source for studies. It is very good that Association of Statisticians of Latvia organise readings (lasījumi) on important aspects held by different specialists and the information of this reading is available on association wepage (Association of Statisticians of Latvia (2022). This really is an inspiring source to get information on latest developments also in survey organisation (Bank of Latvia, 2022; Official Statistics Portal of Latvia, 2022). It is good source for teaching staff and for students. For students there are used also other sources, also platform *Sage Research Methods*, available for students and staff of University of Latvia with registration of their student/staff ID. On the platform there are many sources on different aspects for surveys, including questionnaire design, sample creation, data analysis, etc. For students on different aspects of survey organisation and analysis aspects there are recommended several sources for individual studies (Lohr, 2019; Sapsford, 2007; Bryman, 2012; Greenlaw, Brown-Welty, 2009). It is good that students for their surveys can use survey platform *QuestionPro,* on classes there are discussed aspects on different evaluation scales use and application of SPSS for data analysis with different statistical indicators: descriptive statistics (indicators of central tendency or location, indicators of variability), cross-tabulations, use of tests of statistical hypotheses with t-test, chi-square test, is planned to perform correlation analysis and factor analysis. For those exercises there are very useful datasets of Labour Force Survey, EU-SILC, and other available at Official Statistics Portal of Latvia. Tasks in testes for students are given from those datasets.

Keywords: Questionnaire design, population, sample, evaluation scale, metadata by Official Statistics Portal of Latvia

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