



Subject card

Subject name and code	STATISTICAL METHODS OF OPINION RESEARCH, PG_00060824						
Field of study	Economic Analytics						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	second-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	3	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Katedra Statystyki i Ekonometrii -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Michał Pietrzak				
	Teachers		dr hab. Michał Pietrzak				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		3.0		27.0	75
Subject objectives	Designs opinion polls using appropriate analytical and evaluating methods, taking care of the ethical dimension of their decisions						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U03] formulates research problems and selects appropriate analytical methods for their effective solution, using advanced IT tools, and evaluates the results critically		creates market scenarios by critically evaluating them, based on market research conducted with appropriately selected methods		[SU3] Assessment of ability to use knowledge gained from the subject		
[K7_W05] takes into account in the analyzes in an in-depth way both the economic, legal and ethical context, being aware of the responsibility for the consequences of its decisions		uses opinion polling methods, taking into account the broad economic and legal context, with a deep awareness of responsibility for their decisions		[SW1] Assessment of factual knowledge			
Subject contents	Objectives of market opinion research, including the opinion of consumers, traders, experts, entrepreneurs, institutions The process of obtaining statistical data on market opinion research by public opinion research centers and public statistics services and their publication in databases The problem of availability and distribution of statistical data due to various criteria Scope and types of opinion polls, classification criteria, e search examples Opinion research procedure, research stages Methods and techniques of research sample selection, random and non-random (intentional) samples Sample size, determining sample size in representative studies, minimum sample size, problems of insufficient sample size Methods and techniques used in opinion polls, classification of measurement methods, classification of data analysis methods Reliability of opinion polls, random and non-random errors in opinion polls, sources and significance of errors Statistical inference in the field of opinion of the population, estimation of selected parameters, verification of statistical hypotheses, selected parametric and non-parametric tests The problem of visualizing the results of market opinion research The problem of creating market scenarios based on market opinion research						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	60.0%	30.0%
	Exam	60.0%	70.0%
Recommended reading	Basic literature	Szreder M., Metody i techniki sondażowych badań opinii, PWE, Warszawa 2004 (2010) Kaczmarczyk S., Badania marketingowe. Podstawy metodyczne, PWE, Warszawa 2011	
	Supplementary literature	Schuman H., Metoda i znaczenie w badaniach sondażowych, Oficyna Naukowa, Warszawa 2013 Kędzior Z. (red.), Badania rynku. Metody, zastosowania, PWE, Warszawa 2005 Młyniec E., Opinia publiczna. Wstęp do teorii, Poznań-Wrocław 2002	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		