



Subject card

Subject name and code	STATISTICAL METHODS OF OPINION RESEARCH, PG_00060824						
Field of study	Economic Analytics						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
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				Polish	
Semester of study	3	ECTS credits				3.0	
Learning profile	general academic profile	Assessment form				exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor						
	Teachers						
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		4.0		26.0	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_W05] Possesses in-depth knowledge of the principles of integrating economic, legal, and ethical contexts in analyses and applying them in entrepreneurial activities while respecting copyright protection rules		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	
[K7_U03] Formulates research hypotheses and selects appropriate analytical methods for their verification, utilizing advanced IT tools, and critically evaluates the obtained results.		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		
Subject contents	<p>Objectives of market opinion research, including the opinion of consumers, traders, experts, entrepreneurs, institutions</p> <p>The process of obtaining statistical data on market opinion research by public opinion research centers and public statistics services and their publication in databases</p> <p>The problem of availability and distribution of statistical data due to various criteria</p> <p>Scope and types of opinion polls, classification criteria, research examples</p> <p>Opinion research procedure, research stages</p> <p>Methods and techniques of research sample selection, random and non-random (intentional) samples</p> <p>Sample size, determining sample size in representative studies, minimum sample size, problems of insufficient sample size</p> <p>Methods and techniques used in opinion polls, classification of measurement methods, classification of data analysis methods</p> <p>Reliability of opinion polls, random and non-random errors in opinion polls, sources and significance of errors</p> <p>Statistical inference in the field of opinion of the population, estimation of selected parameters, verification of statistical hypotheses, selected parametric and non-parametric tests</p> <p>The problem of visualizing the results of market opinion research</p> <p>The problem of creating market scenarios based on market opinion research</p>						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	60.0%	70.0%
	Project	60.0%	30.0%
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 eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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