



The School of Public Affairs is pleased to introduce a new Tier III Minor in Survey Research which is designed to provide students from many disciplines (political science, market research, psychology, and sociology) with a basic introduction to survey research as a mode of inquiry, as a rigorous data-gathering process, as way of understanding mass opinion and its uses in a democracy, as a tool for decision-making in policy and management, and as the foundation of the research databases which inform other social science disciplines. Students will also conduct independent research and get hands on experience in the survey process including sampling, questionnaire construction, survey administration, data analysis, and presentation of findings of a substantive survey.

The courses for the 9 credit TIER III minor in Survey Research are:

- 1) ***PAF 3105 Principles of Survey Research (fall 2010)*** - 3 credits **(Required)**
This course examines the history and fundamentals of survey research, including the survey research process and its uses by government, business, non-profits, and the media. The course covers survey methodologies including telephone and web surveys. Students learn how to evaluate surveys, put research findings to use, and get hands-on experience designing, executing and analyzing a brief online survey.
- 2) **One 3-credit elective course from the list below:**
 - PAF 3106 Public Opinion, Policy and Management***
 - PAF 3015 Qualitative Studies of Communities***
 - PAF 3401 Quantitative Methods for Policy and Practice***
 - POL 3310 Political Opinion***
 - PSY 3056 Social Psychology***
 - MKT 3600 Marketing Research***
 - SOC 4111 Social Statistics***
 - SOC 4110 (4032) Research Methods in Sociology and Anthropology***
- 3) ***PAF 4402 Survey Research Practicum Minor Capstone (spring 2011)*** - 3 credits **(Required)**
The course applies knowledge and methods learned in prior courses to produce substantive policy related survey research. The class will get hands-on experience designing, administering, analyzing the results of a multimode survey including telephone/CATI lab training and interviewing. Students will design and implement a survey of policy significance and will present results at SPA conference.

For permission for PAF courses or to learn more about this minor, please contact SPA's Undergraduate Coordinator, Jennifer.Harrington@baruch.cuny.edu