

# Methods of Testing Users Needs - course description

General information	
Course name	Methods of Testing Users Needs
Course ID	14.2-WP-SOCDA-BP
Faculty	<a href="#">Faculty of Social Sciences</a>
Field of study	Sociology
Education profile	academic
Level of studies	Second-cycle studies leading to MS degree
Beginning semester	winter term 2020/2021

Course information	
Semester	4
ECTS credits to win	4
Course type	obligatory
Teaching language	polish
Author of syllabus	<ul style="list-style-type: none"><li>dr hab. Dorota Szaban, prof. UZ</li></ul>

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	30	2	-	-	Credit with grade

## Aim of the course

To acquaint students with the methods and techniques of research that are dedicated to the identification of needs in many dimensions - both consumer and life.

## Prerequisites

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## Scope

1. Typologies of needs
2. Analysis of internal and external needs
3. Methods of testing consumer needs
4. Information needs research methods
5. Stakeholder analysis
6. SWOT analysis

## Teaching methods

Group and workshop work; work with source text, discussion

## Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
The student knows and can point to the use of various methodological positions for scientific knowledge in sociology, is aware of the consequences of methodological choices and knows how to interpret the results obtained.	<ul style="list-style-type: none"><li>• <a href="#">K_W08</a></li></ul>	<ul style="list-style-type: none"><li>• Project</li></ul>	<ul style="list-style-type: none"><li>• Class</li></ul>
The student is ready to indicate new fields of activity and use the acquired knowledge both in the implementation of profit and non-profit projects.	<ul style="list-style-type: none"><li>• <a href="#">K_K04</a></li></ul>	<ul style="list-style-type: none"><li>• Project</li></ul>	<ul style="list-style-type: none"><li>• Class</li></ul>
The student is able to plan and implement social research using advanced quantitative and qualitative methods and techniques of sociological research, also using modern analytical, cultural and individual tools (personal characteristics of individuals).	<ul style="list-style-type: none"><li>• <a href="#">K_U03</a></li></ul>	<ul style="list-style-type: none"><li>• Project</li></ul>	<ul style="list-style-type: none"><li>• Class</li></ul>

## Assignment conditions

Preparation of the research process project on a selected topic. Compliance with the topic, correct work structure, language, reliability, independence of the work, appropriate selection of the literature of the subject. The evaluation of the exercises will be the assessment of the prepared project.

## Recommended reading

1. Babbie E. The practice of social research, 13th edition.
2. Creswell J. W. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition 4th Edition.
3. Gerring J. (2017), Case Study Research. Principles and Practices Cambridge University Press.
4. Kuniavsky M., Goodman E., Moed A. – „Observing the User Experience: A Practitioner’s Guide to User Research”

5. Plano Clark, V. L., Creswell, J. W., The Mixed Methods Reader, SAGE Publication, Los Angeles, 2008; rozdz. 1, 7, 9.

## Further reading

Payne G., & Payne J. (2004), Key concepts in social research. Sage.

Terre Blanche M. T., Terre Blanche M. J. T., Durrheim K., Painter D. (2006), Research in Practice: Applied Methods for the Social Sciences, Juta and Company Ltd.,

Bazuń D. (2016), The participation of social scientists in revival diagnoses and consultations, [in:] Rocznik Lubuski: Good Connections. Trust, cooperation and education in the mirror of social sciences. - 2016, volume 2, part. 2a, p. 125–135,

1. Nyćkowiak J. (2014), Construction and Use of a Relational Database to Analyze the Careers of Professional Politicians in Poland, 1985–2007, [in] Ask. Vol. 23 (1, 2014): 115–134.
2. Stier Adler E., Clark R. (2008), How It's Done. An Invitation to Social Research, 2008
3. International Journal of Sociology 42(4): Sociodemographic Differentiation in a Dynamic Perspective: The Polish Panel Survey, POLPAN 1988–2008., 2013.
4. International Journal of Sociology 42(1): Structural Constraints, Gender, and Images of Inequality: The Polish Panel Survey, POLPAN 1988-2008.
5. Europeans' Understandings and Evaluations of Democracy: Topline Results from Round 6 of the European Social Survey
6. Trust in Justice: Topline Results from Round 5 of the European Social Survey
7. Additional materials prepared by the teacher.

## Notes

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Modified by dr Tomasz Kołodziej (last modification: 16-04-2020 09:50)

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