

請尊重智慧財產權，課程教材不得非法影印。

佛光大學 課程大綱 Course Outline

課程名稱 Course Name in Chinese	民意調查與分析				
英文課程名稱 Course Name in English	Opinion Survey and Analysis				
科目代碼 Course Code	PA41D			班別 Degree	<input checked="" type="checkbox"/> 學士班 Undergraduate Program <input type="checkbox"/> 碩士班 Masters Program <input type="checkbox"/> 博士班 PhD Program
學分數 Credit	3	時數 Hour	3	修別 Type	<input type="checkbox"/> 必修 Required <input checked="" type="checkbox"/> 選修 Elective
學程別 Program	<input type="checkbox"/> 通識教育 General Education <input type="checkbox"/> 院基礎 Foundation <input type="checkbox"/> 跨領域 Interdisciplinary <input type="checkbox"/> 系核心 Core <input checked="" type="checkbox"/> 學系專業選修 Specialized Elective				
先修課程 prerequisite					
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<p>本課程透過民意調查的實際操作使同學了解民意調查的過程、方法、及問題。本課程的重點在於調查設計、問卷設計、資料分析、與報告撰寫。The major purpose of this course is to introduce students to the skills needed to conduct a survey, including survey design, design of questionnaire, data analysis, and technical writing on survey research. Student will learn all those skills through a practicing Survey.</p>					
<p>課程目標</p> <p>Course Objectives</p>					
<p>本課程的目的在於向學生介紹民意調查所需的各項重要議題和技巧。包括調查設計、問卷設計、抽樣、資料分析等。</p> <p>This course is to introduce students to the skills and important issues for conducting a survey. These include identifying and developing specific survey objectives, designing survey studies, sampling respondents, developing reliable and valid questionnaires, and administering surveys.</p>					
<p>教育目標</p> <p>Education Objectives</p>					
1	如何正確解讀民調 how to interpret a survey correctly				
2	如何做一份民調 how to conduct a survey				

3	如何減低民調的錯誤 how to reduce error in a survey	
	核心能力 (專業能力) Learning Outcomes (Basic Learning Outcomes)	課程目標與基本素養 與核心能力相關性 Correlation between Course Objectives and learning Outcomes
A	政策規劃與政策分析能力	★
B	公民參與及意見彙整能力	★
C	專業活動規劃與控管能力	◎
D	溝通協調與團隊合作能力	
E	應變處理與問題解決能力	
F	地方發展與全球事務解析能力	
圖示說明：Illustration：★高度相關 Highly correlated ◎中度相關 Moderately correlated		
課程綱要 Course Outline		
<ul style="list-style-type: none"> ●如何設計一個民意調查 ●如何抽樣 ●如何發展問卷 ●如何降低調查誤差 ●如何處理資料 ●如何做資料分析。 ●how to design surveys ●how to sample in surveys ●how to develop a survey questionnaire ●how to reduce error in survey research ●how to do post-collection survey data processing ●how to do data analysis 		
資源需求評估 (師資專長之聘任、儀器設備配合...等) Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
<p>具有政治學、公共行政、或相關學科博士學之教室。電腦與投影設備的教室。SPSS 軟體 A doctoral degree on political science, public administration, or related subjects. A classroom with computer and projector. Computer software of SPSS</p>		
課程要求及教學方式之建議 Course Requirements and Suggested Teaching Methods		

課程教學方式建議以課堂講授為主，輔以分組討論，並依據課程進度，要求學生課前預先蒐集相關資料，並撰寫短篇報告或簡報。

The course can be conducted by lecture as main teaching method and group discussion as secondary one. Students are expected to collect related information for presentation at class.

其他
Miscellaneous

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