

## Syllabus

**Course Number:** ERMA 8200

**Course Title:** Survey Research Methods

**Semester:** Spring, 2011

**Credit Hours:** 3 credit hours

**Prerequisites:** None

**Meeting Time:** Monday 4:00~6:50 pm (Haley 2414)

**Instructor:** Chih-hsuan Wang  
4098 Haley  
wangchi@auburn.edu

**Office Hour:** Tuesday 9:30~11:30  
Thursday 9:30~11:30 or make an appointment

**Date Syllabus Prepared:** December, 2010

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### Texts:

Dillman, D.A. (2008). *Internet, Mail, and Mixed Mode surveys: The Tailored Design Method* (3<sup>rd</sup> ed.). New York: John Wiley & Sons.

### Recommended Reading:

Fink, A. (Ed.) (2003). *The Survey Kit – 2<sup>nd</sup> Edition* (10 volumes). Thousand Oaks, CA: Sage Publications.

Shannon, D. M. & Davenport M. A. (2000). Using SPSS to solve statistical problems: A self-instructional Guide. Merrill Prentice Hall, Upper Saddle River, New Jersey.

Publication manual of the American Psychological Association (any recent edition).  
Washington D.C., American Psychological Association.

**Course Description:**

Overview of survey research, sampling issues, selection and construction of survey instruments, scaling techniques, response effects, issues influencing response rate, reliability and validity of survey data, and analysis of data.

**Course Objectives:**

Upon completion of this course, the student will be able to:

- recognize and discuss the uses of survey research.
- describe the advantages and limitations of different types of measurement scales.
- recognize and apply the appropriate estimates of reliability and validity.
- prepare a cover or informational letter which adheres to the guidelines discussed in class.
- complete IRB CITI training.
- discuss the advantages and limitations of different sampling procedures.
- describe procedures used to increase response rate in survey research.
- recognize aspects of measurement instruments which may increase response effects and suggest ways to deal with these aspects.
- construct a measurement instrument in accordance with guidelines discussed in class and the research literature.
- conduct a pilot study using a measurement instrument developed in class (for A only).
- determine the appropriate data analysis procedure(s) (quantitative and qualitative) given a specific set of research questions.
- prepare a report detailing instrument development, sampling and procedures, and

pilot study (if contracting for an A).

### Tentative Course Content and Schedule

Week	Date	Reading & Class activities
1	01/10	Syllabus
2	01/17	M. L. King Day (Holiday)
3	01/24	<p>Introduction to Survey Research (Chapter 1)</p> <p>Background Research to Define Survey Content</p> <p>Delphi Method to Define Construct</p> <p><b>Reading: Practical Considerations for Conducting Delphi Studies: The Oracle Enters a New Age</b></p>
4	01/31	<p>Ethical Issues</p> <ul style="list-style-type: none"> <li>Confidentiality, Informed Consent</li> <li>Institutional Review Board (IRB)</li> </ul> <p><b>Assignment Due:</b> Individual Project Research Question</p>
5	02/07	<p>Types of Measurement Scales</p> <p><b>Assignment Due:</b> Introduction ( a short review of theory or other basis for items)</p>
6	02/14	<p>Guidelines for Survey Instrumental Construction (Chapter 2 &amp; 3 &amp; 11)</p> <ul style="list-style-type: none"> <li>Writing Questions</li> <li>Constructing the Questionnaire</li> </ul> <p><b>Assignment Due:</b> Informed Consent Letter</p>
7	02/21	Peer review of items and rewrites

Week	Date	Reading & Class activities
		<b>Assignment Due:</b> Completed IRB & First Draft of Survey Items
8	02/28	<p>Sampling Issues (Chapter 4 &amp; 5)</p> <ul style="list-style-type: none"> <li>• Sampling procedures</li> <li>• Dealing with Nonrespondents</li> <li>• Follow-up Techniques</li> <li>• Piloting and Implementing Surveys</li> </ul> <p><b>Reading: Developing a Strong Program of Construct Validation: A Test Anxiety Example</b></p> <p><b>Assignment Due:</b> Survey Items</p>
9	03/07	<p>Methods of Administration</p> <p>Response Rate</p> <p><b>Reading: Factors Affecting Response Rates to Mailed Questionnaires: A quantitative Analysis of the Published Literature</b></p> <p><b>Assignment Due:</b> Method Section</p>
10	03/14	Spring Break
11	03/21	<p>Online Survey Tools</p> <ul style="list-style-type: none"> <li>• SurveyMonkey.com</li> <li>• QuestionPro.com</li> </ul> <p><b>Assignment Due:</b> Collecting Data (for those contracting for an A)</p>
12	03/28	<p>Data Analysis Issues</p> <ul style="list-style-type: none"> <li>• Survey Psychometrics</li> <li>• Validity and Reliability</li> </ul>

Week	Date	Reading & Class activities
		<b>Reading: Reliability of Scores and the Researcher</b> <b>Assignment Due:</b> Completed Methods Section
13	04/04	Data Analysis Issues <ul style="list-style-type: none"> <li>• Data management, Analysis, and Interpretation</li> </ul> <b>Reading: Validity of Students' Evaluations of College Teaching: A Multitrait-Multimethod Analysis</b> <b>Assignment Due:</b> Analysis Section added to Methods
14	04/11	Reporting Survey Results <b>Assignment Due: Final Project (Make corrections and assemble parts)</b> <b>For those contracting for an A, the results section must also be completed</b> <b>Reading: Checklist of Contents for a Survey Report</b> <b>Reading: How to Make a Presentation</b>
15	04/18	Class Presentation (Poster Sessions)
16	04/25	Class Presentation (Poster Sessions)

### Course Requirements:

- Attend all class sessions and participate in class discussions and activities
- Complete all assignments
- Construct a measurement instrument and prepare a project report proposing the use of your measurement instrument

### Grading and Evaluation Procedures:

Quizzes/In-class Activity Points	20%
Individual Project	
Informed Consent Letter	10%
Survey Items	20%
Methods Section	
Population, sampling, sample	
Instrument Development	
Scale Development	10%
Validity & Reliability	10%
Data Analysis	10% (description)
IRB	05%
Final Report-corrections identified	15%
(for A the report must include results of the pilot study)	

**Student will contract for grades as described below:**

**1) For Grade of A:**

- Excellent attendance and participation
- Informed/consent letter.
- Survey items with at least 20 items developed by the researcher (YOU).
- IRB.
- Collect data and conduct appropriate data analysis, including the evidence supporting the reliability and validity.
- Write an appropriate final report for the project and earn 90% or better of possible points.
- **Absolutely NO make ups.** You must be in class to earn in-class points (quizzes, in-class labs, or assignment completed in class).
- **Take-home assignments turned in late earn 2% reduction in points per day late.**
- Weighted average must equal 90% or better.

**2) For Grade of B:**

- Good attendance and participation.
- Informed/consent letter.
- Survey items with at least 20 items developed by the researcher (YOU).
- IRB.
- Write an appropriate final report for the project and earn 80% or better of possible points.
- **Absolutely NO make ups.** You must be in class to earn in-class points (quizzes, in-class labs, or assignment completed in class).
- **Take-home assignments turned in late earn 2% reduction in points per day late.**
- Weighted average must equal 80% or better.

**If Guidelines for contracted grade are not met, lower grades will be given. A grade of C or lower will also be given for weighted averages below 80% as follows:**

**Grading Scale:**

Grade	Percentage
C	70~79%
D	60~69%
F	<60%

- **Individual Project**

Each person in the class will complete a project that includes the following:

1. Introduction
  - Statement of purpose of the study
  - Necessary background information
    - Brief overview of relevant literature
    - Standards
  - Research or evaluation questions

2. Methods

- Participants (descriptive information related to the sample)
- Sampling methods
- Description of instrument development
- Description of scale and how items are scored and meaning of scores per item and per scale.
- How value(s) are obtained for analysis.
- Description of how validity and reliability of scores are established.
- Procedures and data analysis

3. Results

- Evidence supporting reliability and validity
- Results from pilot test of instrumentation (for those contracting for an A)

4. Discussion

5. Attach the

- Informed/consent letter
- Final measurement instrument
- IRB

6. Follow APA writing style.

7. The report and instrument must be typed.



## **Class Policy Statements**

- *Class Attendance*

Points are not attached to attendance directly. However, excellent class attendance is expected. If you need to be absent for school or work-related requirements, illness, or an emergency, you are allowed to make up points for no more than two classes.

Students are responsible for initiating arrangements for missed work.

- *Assignment Policy*

- Due to the potential incompatibility of word processing programs and formats, and the potential for the transmission of viruses, absolutely no work for the course will be accepted as an E-mail and/or as an E-mail attachment, or on a disk etc. All graded work must be printed off by you and delivered to me in hard copy format.

- All work submitted for the course must be typed.

- *Late Assignments Policy*

- Assignments turned in late will receive a 2% reduction in earned points per day.  
The only exception will be in the case of emergency.
- Except for work requiring calculations, all work must be typed or it will not be graded. Late penalty will be applied to work completed in writing and then turned in late in typed format for a grade.
- Assignments more than 2 weeks overdue will not be accepted.

- *Incompletes and Withdrawals*

Grades associated with incomplete course work or withdrawal from class will be assigned in strict conformity to University policy (see Auburn University Bulletin). If

you wish to drop this course you may do so by the 10th class day with no grade assignment. From the 10th class day to mid-quarter a W (withdrawn-passing) grade will be recorded in your transcripts. After this period withdrawal from the course will only be granted under unusual circumstances and must be approved by the Dean of the College of Education.

- *Academic Misconduct*

The Department of EFLT recognizes university policy regarding academic misconduct. Violations include, but are not limited to: plagiarism, unauthorized assistance during examinations, submitting another's work product as your own, using another's words as your own without appropriate citation, sharing unauthorized materials with another that contain questions or answers to examinations, altering or attempting to alter assigned grades. In accordance with University policy regarding academic misconduct, students may be subject to several sanctions upon violations of the Student Academic Honesty Code. See the Tiger Cub publication for the current year for specifics regarding academic misconduct as well as student's rights and responsibilities associated with the Code.

- *Disability Accommodations*

Students who need special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes - or as soon as possible if accommodations are needed immediately. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms but need accommodations, make an appointment with the

Program for Students with Disabilities, 1244 Haley Center, 844-2096.

**NOTE:** This is a tentative syllabus. Any changes will be announced in class. Students are responsible for being aware of the changes made.

## **Grades Contract**

Name: \_\_\_\_\_

I want to contract for a/an \_\_\_\_\_ in the ERMA 8200 (Survey Research Methods) for Spring, 2011.

Signature \_\_\_\_\_

Date: \_\_\_\_\_

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Signature \_\_\_\_\_

Date: \_\_\_\_\_