

**AUBURN UNIVERSITY
SYLLABUS**

1. **Course Number:** ERMA 8200/8206
2. **Course name:** Survey Research Methods
Credit Hours: 3 Semester Credit Hours
Prerequisite: None
Corequisite: None
Date Syllabus Prepared: Revised January, 2012
3. **Texts:**
Required Text:
Dillman, D.A. (2007). *Mail and Internet surveys: The Tailored Design Method*.
New York: John Wiley & Sons.

Selected Readings:

<http://www.sesrc.wsu.edu/dillman/papers.htm>

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

4. **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.

5. **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
- prepare an IRB application
- discuss the advantages and limitations of different sampling procedures
- compare and contrast different modes (paper, electronic, personal interview, etc.) of survey administration
- 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
- pilot test a measurement instrument developed in class
- determine the appropriate data analysis procedure(s) (quantitative and qualitative) given a specific set of research questions
- prepare a report detailing instrument development, pilot study, sampling and procedures used to implement the measurement instrument.

Course Outline

Class Meeting Dates

January 11, 18, 25

February 1, 8, (15), 22, 29

March 7, (14), 21, 28

April 4, 11, 18, 25

Content	Readings	Files or Handouts
Introduction to Survey Research	Dillman, Chapter 1	ERMA8200syllabus Intro_survey
Properties of Measurement Instruments Validity, Reliability, Dimensionality	Survey Kit, Volume 8	Bieschke, Bishop, & Garcia (1996) Green, K. & Kluever, R. (April, 1997) Kluever, R. & Green, K. (1998) Johnson, Green, & Kluever (2000) Reliability.doc Validity.doc Reducing_Error_in_Surveys.doc
Ethical/Legal Issues Confidentiality, Informed Consent Institutional Review Board (IRB)	Office of Human Subjects	http://www.auburn.edu/research/vpr/ohs/ CITI Training http://www.auburn.edu/research/vpr/ohs/resources.htm
Guidelines for Survey Instrument Construction Mail Surveys, Telephone Surveys and Interviews Electronic and Internet Surveys, Mixed Mode Surveys	Dillman, Chapters 2, 3, 11 Survey Kit, Volumes 2-6	Cover_letter_info Advantage_Limitations_Different_Survey_types Guidelines_survey_construction

Sampling Issues Sampling procedures Dealing with Nonrespondents Follow-Up Techniques Piloting and Implementing Surveys	Dillman, Chapters 4 and 5 Survey Kit, Volume 7	Who's your sample?
Response Effects Method of Administration Open vs. Closed Ended Questions Question Ordering Question Length and Wording Factors Influencing Response Rate Nonresponse Bias		Resppnse_rate_review_table Green_Boser_response_2001 Idleman(2003) Sax(2003) Cook_2000_metaanlayais
Types of Measurement Scales Thurstone Scales Likert Scales Semantic Differential Rank Order Paired Comparisons Behavioral Rating Scales	Class Notes and Examples	Scales.doc Rank_PairedComp.doc
Data Analysis Issues	Survey Kit, Volume 9	UsingSPSS.doc
Presentation of Survey Research Results	Survey Kit, Volume 10	

7. **Course Requirements:**

Attend all class sessions and participate in class discussions and activities
 Complete all announced and unannounced quizzes
 Complete all applied projects
 Construct a measurement instrument and prepare a project report proposing the use of your measurement instrument

8. **Grading and Evaluation Procedures:**

Percentage of Final Grade

Participation/Discussion	5%
Quizzes/Cases	15%
Assignments	40%
Final Project	40%

Any assignment presented or turned in late will be penalized 5% for each day past the assignment deadline. Assignments more than 2 weeks overdue will not be accepted.

The following grading scale will be used:

90-100% =A, 80%- 89.99% =B, 70%- 79.99%= C, 60%- 69.99%=D, Below 60%=F

Class and Group Participation (5% of grade)

In order to explore topics effectively, attendance and class participation are essential. The evaluation of class participation will be made as follows.

- a. Attendance. You are expected to attend class and be on time (allowing for a standard error of 10 minutes). Should you not be able to attend class (and you have a valid excuse), you are responsible for making arrangements to complete that week's responsibilities. Each unexcused absences or lateness will result in a deduction of 2 points from your final grade.
- b. Readings and Class Preparation. You must complete the assigned readings prior to each class meeting. Throughout the semester, I will post Discussion questions to which you should respond.

Quizzes/Cases (15%)

Periodic Cases/Quizzes will be administered pertaining to pertinent topics from class. These will be completed individually outside of class. These are to be completed without the assistance on any resources. You will be asked to sign an honor pledge (see below) indicating that you did not consult any materials during the completion of each quiz.

Honor Pledge – On my honor as a student, I have neither given nor received assistance on this assignment or examination.

Assignments (40%) – A sequence of assignments culminating a survey research proposal will be completed throughout the semester. These assignments are described below.

Assignments
Purpose (Research Questions) – What topic, questions do you plan to research?
Find , Review, Critique a Survey that pertains to your research interests. Describe the purpose of the survey, how it was used, with whom, etc...How will this tool/study help in designing your survey research study?
Reliability and Validity Statement – What type(s) of reliability and validity are most appropriate and how will they be supported?
Sampling and Delivery Method(s) Rationale – Who will be sampled? How will they be sampled? How will the survey be administered? Why are these approaches most appropriate?
Survey Blueprint – Prepare a survey blueprint that summarizes the major components/sections of the survey. Include supporting references and types of items to be developed.
Cover Letter – Prepare a cover letter/email to be sent to potential respondents. Be sure to include the necessary elements/guidelines in this cover letter.
Instrument Draft/Peer Review – Prepare a first draft of your survey instrument for peer review.
IRB Protocol – Complete the appropriate sections of an AU IRB protocol to conduct a survey research study. Complete CITI Training.

Individual Project (40%) – Each student in the class will complete a project that includes the following. Many elements of this project are also addressed in course assignments. A project evaluation rubric is posted on the course site.

IRB

Survey Materials

Cover Letter

Survey Blueprint

Survey Instrument

Project Report

Purpose/Overview

Sampling and Administration

Pilot Test and Revisions

Reliability and Validity

Data Analysis and Timeline

9. **Class Policy Statements:**

1. Students are expected to attend all class meetings and participate in class activities (Tiger Cub, page 73). Should students need to be absent from a class for whatever reason, they are expected to contact the instructor in advance.
2. Students are responsible for initiating arrangements for missed work due to excused absences (Tiger Cub, page 74).
3. Students who need special accommodations should make an appointment to discuss the Accommodation Memo within the first 2 weeks of class. If you do not have an Accommodation Memo, please contact The Office of Accessibility, 1244 Haley Center, (334) 844-5943.
4. All portions of the Auburn University Honesty Code found in the Tiger Cub (Title XII) will apply to this course.
5. The LRC has a no food and drink policy. There is an exception for bottled water, which should remain sealed when not being consumed. This policy is to ensure the room remains free from liquid stains and food crumbs that result in room repairs or the expense of spraying for roaches. With the room being a technology room, it falls under OIT policy and violators can lose campus computer privileges (e-mail & Blackboard access) if not adhering to this policy. If accommodations are needed, please inform the LRC staff. Thank you for your cooperation.