AUBURN UNIVERSITY
SYLLABUS

1. **Course Number**: ERMA 8200/8206
2. **Course name**: Survey Research Methods
   Credit Hours: 3 Semester Credit Hours
   Prerequisite: None
   Corequesite: None
   Date Syllabus Prepared: Revised January, 2014
3. **Texts:**
   Required Text:
   Dillman, D.A., Smyth, J. & Christian, L. (2009). *Internet. Mail, and Mixed-Mode Surveys: The Tailored Design Method*. NewYork: 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 an apply the appropriate estimates of reliability and validity
   - ➢ prepare a cover or informational letter
   - ➢ prepare an IRB protocol and complete CITI training
   - ➢ 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 8, 15, 22, 29
February 5, 12, (19), 26
March 5, (12), 19, 26
April 2, 9, 16, 23

Content	Readings
Planning	
Introduction to Survey Research	Dillman, Chapter 1 The Survey Kit, Vol 1
Tailored Design Method	Dillman, Chapter 2 http://www.sesrc.wsu.edu/sesrcsite/methods/tdm.html
Design and Instrument Construction	
Coverage and Sampling	Dillman, Chapter 3 Survey Kit, Vol. 6, 7
Properties of Measurement Instruments Validity, Reliability, Dimensionality	Survey Kit, Vol. 8
Guidelines for Survey Instrument Construction	Dillman, Chapters 4,5,6 Survey Kit, Vol 2
Ethical/Legal Issues Confidentiality, Informed Consent Institutional Review Board (IRB)	Office of Human Subjects - http://www.auburn.edu/research/vpr/ohs/ Dillman, Chapter 11
Types of Measurement Scales Thurstone Scales, Likert Scales Semantic Differential, Rank Order Paired Comparisons, Behavioral Rating Scales	Class Notes and Examples Readings
Implementation	
Survey Implementation Guidelines and Contact with Potential Respondents -Pre-notification, Cover Letter, Follow-up contacts	Dillman, Chapter 7 Survey Kit, Vol 3
Comparison of Mixed and other Modes Mail and Internet Surveys, Telephone and In-Person Interviews, Focus groups	Dillman, Chapter 8 Reading and Handouts
Data Analysis and Reporting	Survey Kit, Vols 9,10

7.   **Course Requirements:**
Attend all class sessions and participate in class discussions and activities
Complete all announced and unannounced quizzes
Complete all assignments

8.   **Grading and Evaluation Procedures**:

Percentage of Final Grade

Cases/Quizzes	25%
Assignments	75%

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

Quizzes/Cases (25%)
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 (75%) – A sequence of assignments culminating a survey research proposal will be completed throughout the semester. These assignments are described below.

Points	Assignment
25	**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?
20	**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?
25	**Survey Blueprint –** Prepare a survey blueprint that summarizes the the major components/sections of the survey. Include supporting references and types of items to be developed.
10	**IRB Protocol** – Complete the appropriate sections of an AU IRB protocol to conduct a survey research study. Complete CITI Training.
20	**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.
10	**Instrument Draft/Peer Review**– Prepare a first draft of your survey instrument for peer review.
40	**Final Survey Instrument** Final copy of survey instrument, including directions, items, formatting, rationale for selection of survey item

ERMA 8200/8206 Assignments

1. Find , Review, Critique a Survey and Begin Planning
   a. Find a survey (and study) that pertains to your research interests. – Include copy of survey and the corresponding article.
   b. Review the study and survey. What was the purpose of the study (research questions)? What variables were intended to be measured using the survey? What evidence is provided (or should be provided) to support survey instrument (e.g. reliability, validity, etc…)? What were the study details in terms of who was sampled, how the survey was administered and what findings emerged, etc..
   c. Critique the survey/study. What were the greatest strengths and what were the limitations?
   d. Describe how this study and instrument can be used to help you design your survey research project.
   e. Describe your proposed research (include research questions, variables to be measured using a survey, and how reliability and validity will be supported)

2. Sampling and Delivery Method(s) Rationale –
   a. Describe the target population. Who will be sampled?
   b. Describe the sampling approach (random, stratified, purposeful, etc..) and explain why this is most appropriate.
   c. How will the survey be administered? (mail, phone, electronic, mixed) and explain why this approach is most appropriate
   d. What attempts/approaches will be used to maximize the response rate to this survey?

3. Survey Blueprint (see examples posted on course site) –
   a. Prepare a survey blueprint that summarizes the major components/sections of the survey.
   b. Include supporting references that support the inclusion of each section/component.
   c. Specify the types of items to be developed.

4. IRB Training and Protocol –
   a. Complete the required CITI Training and submit your certificate.
   b. Complete a draft IRB protocol
   c. Forms and training can be accessed from the link below:

   http://www.auburn.edu/research/vpr/ohs/

5. **Cover Letter** –
   a. Prepare a cover letter/email to be sent to potential respondents.
   b. Be sure to include the necessary elements/guidelines in this cover letter.

6. **Draft and Peer Review** –
   a. Submit a draft of your survey instrument
      (include your survey blueprint and cover letter)
   b. Provide a review of a peer's survey instrument. In this review, provide constructive feedback pertaining to:
      i. Overall layout/design and flow of survey
      ii. Clarity of directions
      iii. Survey item and response scales/formats – appropriateness, item order, validity, etc…
      iv. Suggestions for revision

7. **Final Survey Instrument** –

   a. Revision of materials from previous assignments (purpose statement/research questions, cover letter, survey blueprint) and description of how these revisions resulted in improvement.

   b. Formatted survey instrument -hard copy and electronic link (if online)

   c. Justification statement – rationale for selection of survey items, evidence that they address the research questions, comprehensiveness of survey items

   d. Generals plans for analysis and reporting – how will information from survey be used to purpose and research questions and how will results be reported.

9.   **Class Policy Statements:**

A.   All portions of the class attendance policy apply to this class.
https://sites.auburn.edu/admin/universitypolicies/Policies/PolicyonClassAttendance.pdf.

B.   All portions of the Auburn University Honesty Code will apply to this class. -
https://sites.auburn.edu/admin/universitypolicies/Policies/AcademicHonestyCode.pdf

In addition, each student will be required to read and sign the following Honor Pledge when submitting class quizzes and exams.

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

C.   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 1228 Haley Center, (334) 844-2096. https://fp.auburn.edu/disability/

D.   The Computer classrooms have a no food and drink policy. There is an exception for bottled water, which should remain sealed when not being consumed. If laptops are present, bottled water should be kept away from laptops. 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 & Internet access) if not adhering to this policy. If accommodations are needed, please inform the LRC staff. Thank you for your cooperation.