

Syllabus

Course Number: ERMA 8200

Course Title: Survey Research Methods

Semester: Spring, 2015

Credit Hours: 3 credit hours

Prerequisites: None

Meeting Time: Monday 4:30~7:20 pm (Haley 3430)

Instructor: Chih-hsuan Wang
4045 Haley
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Office Hour: Monday 10:00~11:00
Tuesday 10:00~12:00 or make an appointment

Date Syllabus Prepared: December, 2014

Texts:

Dillman, D.A. (2009). *Internet, Mail, and Mixed Mode surveys: The Tailored Design Method (3rd ed.)*. New York: John Wiley & Sons.

Recommended Reading:

American Psychology Association (2009). *Publication Manual of the American Psychological Association (6th ed.)*. Washington D.C., American Psychological Association. (ISBN# 1433805618)

Fink, A. (Ed.) (2003). *The Survey Kit – 2nd 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.

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).

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:

In-class Activity Points	10%
CITI Training	10%
Individual Project*	
Informed Consent Letter	10%
IRB Protocol	5%
Introduction	5%
Methods Section	
Population, sampling, sample	5%
Instrument Development	
Survey Items	20%
Validity & Reliability	10%
Data Analysis & Results	10% (description)
Discussion	5%
Presentation	10%

Grading Scale:

Grade	Percentage
A	90~100%
B	80~89%
C	70~79%
D	60~69%
F	<60%

* Rubrics for your individual project is at the end of this syllabus.

** You can check your grade for each assignment you submitted in the Canvas. However, I keep the official grades in an Excel file and will calculate your final grade using Excel or SPSS.

- **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

- ***Email and Communication***

- All communication through emails needs to be via Auburn Tiger Email system. In other words, you need to use your university email address to send me emails, and I will do the same. Emails will be responded within 48 hours excludes weekends and holidays.
- All PPTs and announcements will be posted in the Canvas. You are responsible to check the Canvas before you come to the class.
- All assignments need to be uploaded in the Canvas. I will grade your assignments in the Canvas. You can check your grade for each assignment in the Canvas as well. However, I keep the your official grades in my Excel file.
- If you need individual help, you can reach me during the office hour, email, or make an appointment.

- ***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.

- ***Electronic Device Policy***

Cell phones should be turned off or to vibrate during class. Cell phone texting and/or reading are not permitted in class. Laptops and tablets in class could only be used for the purpose of the class.

- ***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 uploaded in the Canvas.
- 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.

Note that the incomplete grade (IN) policy is in effect. The new policy requires that students complete a form requesting that an IN grade be assigned. If this form is not completed and given to the instructor of the class, a grade will be assigned with a score of zero (0) for work that has not been completed and turned in by the time the instructor reports grades. To be eligible for a grade of IN, the student must have completed and have passed more than half of all class assignments/exams for semester.

- ***Academic Misconduct***

Academic Honesty

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.

Plagiarism

For more information, see:

<http://www.collegeboard.com/student/plan/college-success/10314.html>

<http://owl.english.purdue.edu/owl/resource/589/01/>

<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>

- ***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. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. 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, 1228 Haley Center, 844-2096 (V/TT).

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

Tentative Course Content and Schedule

Week	Date	Reading & Class activities
1	01/26	Syllabus
2	02/02	Introduction to Survey Research (Chapter 1) Background Research to Define Survey Content Delphi Method to Define Construct Reading: Practical Considerations for Conducting Delphi Studies: The Oracle Enters a New Age
3	02/09	Ethical Issues <ul style="list-style-type: none"> Confidentiality, Informed Consent Institutional Review Board (IRB) Assignment Due: Individual Project Research Question
4	02/16	Types of Measurement Scales (Chapter 4) Assignment Due: Introduction (a short review of theory or other basis for your survey items)
5	02/23	Guidelines for Survey Instrumental Construction (Chapter 5 & 6) <ul style="list-style-type: none"> Writing Questions Constructing the Questionnaire Assignment Due: Informed Consent Letter
6	03/02	Peer review of items and rewrites Assignment Due: Completed IRB draft & First Draft of Survey Items
7	03/09	Sampling Issues (Chapter 2 & 3) <ul style="list-style-type: none"> Sampling procedures Dealing with Nonrespondents Follow-up Techniques Piloting and Implementing Surveys Reading: Developing a Strong Program of Construct Validation: A Test Anxiety Example Assignment Due: Second Draft of Survey Items
8	03/16	Methods of Administration (Chapter 7) Response Rate Reading: Factors Affecting Response Rates to Mailed Questionnaires: A quantitative Analysis of the Published Literature

Week	Date	Reading & Class activities
9	03/23	Spring Break
10	03/30	<p>Online Survey Tools (Chapter 9)</p> <ul style="list-style-type: none"> • SurveyMonkey.com • And others <p>Peer review of method section</p> <p>Assignment Due: Method Section</p>
11	04/06	<p>Data Analysis Issues</p> <ul style="list-style-type: none"> • Survey Psychometrics • Validity and Reliability <p>Reading: Reliability of Scores and the Researcher</p> <p>Assignment Due: Completed Methods Section, Data Collection</p>
12	04/13	<p>Data Analysis Issues</p> <ul style="list-style-type: none"> • Data management, Analysis, and Interpretation <p>Assignment Due: Analysis Section added to Methods</p>
13	04/20	<p>Reporting Survey Results</p> <p>Reading</p> <ul style="list-style-type: none"> • Checklist of Contents for a Survey Report • How to Make a Presentation <p>Assignment:</p> <ul style="list-style-type: none"> • Final Project (Make corrections and assemble parts) • Complete the results section
14	04/27	Class Presentation

ERMA 8200 Survey Research Methods Final Paper Rubric (80 pts)

- **Introduction & Literature Review**

- Overview of Literature
- Relevant literature is reviewed (1~1.5 pages)
- Presented importance and rational of topic
- Research questions/hypotheses are identified accurately
- Identify IV & DV

_____/5 pts

- **Methods**

- Methods are clearly stated with sufficient & accurate detail
- Relevant research terms are used
- Participants & Sampling method discussed (5 pts)
- Design- if necessary
- Measures are adequately described (10 pts)
 - Example questions
 - Include reliability and validity information if necessary
- Procedure
- Data analysis method

_____/15 pts

- **Results**

- Analyses
 - Statistics are used appropriately
 - Results addressed research question
- Displays
 - Graphics and other visuals enhance presentation

_____/10 pts

- **Conclusion**

- Restate your expected results
- Limitations
- Limitations
- Future research issues are identified

_____/5 pts

- **Overall**

- APA format
- Clear & Concise
- Well organized
- Report is typed
- Attach the IRB protocol draft (5 pts)
- Attach your CITI training Certificate (10 pts)
- Attach the Informed Consent Letter (10 pts)
- Attach the survey (20 pts)

____/45 pts

Total: ____/80 pts

ERMA 8200 Survey Research Presentation Rubric (10 pts)

- **Introduction & Literature Review**

- Overview of Literature
- Relevant literature is reviewed
- Research questions/hypotheses are identified accurately
- IV & DV

_____/20 %

- **Methods**

- Methods are clearly stated with sufficient & accurate detail
- Relevant research terms are used
- Participants & Sampling method discussed
- Design- if necessary
- Instrument development
 - Example questions
 - The feedbacks from your peer review and how you modified your items accordingly
 - Include reliability if necessary

_____/50 %

- **Results**

- Analyses (descriptive information)
 - Statistics are used appropriately & results addressed research question
- Displays
 - Graphics and other visuals enhance presentation

_____/10 %

- **Overall**

- Pilot study is conducted
- At least n=20 in pilot
- PPT and handouts provided

_____/20 %

Total: ____/100 %