**Syllabus**

**Course Number:** ERMA 8200

**Course Title:** Survey Research Methods

**Semester:** Summer, 2018

**Credit Hours:** 3 credit hours

**Prerequisites:** None

**Meeting Time:** Monday 4:00~7:50 pm (Haley 3430)

**Instructor:** Chih-hsuan Wang

4032 Haley

wangchi@auburn.edu

**Office Hour:**  **make an appointment** @ wangchi@auburn.edu

**Date Syllabus Last Updated:** May, 2018

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**Texts:**

Dillman, D.A. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method (4th ed.)*. New York, NY: John Wiley & Sons. (ISBN#: 978-1118456149).

**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. (ISBN#: 978-0761925101)

# 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. (ISBN#: 978-0132675765)

**IMPORTANT:**

* All course materials (syllabus, PPTs, lab assignments and data files, rubrics…etc.) will be available in Canvas. Please check the Canvas before each class. I am not going to provide hard copies.
* This course will be recorded via Panopto and posted in the Canvas after each class meeting.
* I will not accept the work completed by hand unless it is the only way to do it.
* Required Computer Software:

1. Microsoft Office Word.
2. PDF file creator (e.g. Adobe Acrobat).
3. Excel or SPSS.

**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 an 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:**

CITI Training 10 pts

Individual Project\*

Informed Consent Letter 5 pts

IRB Protocol 10 pts

Introduction 10 pts

Methods Section

Population, sampling, sample 10 pts

Instrument Development

Delphi Method Worksheet 5 pts

Survey Items 20 pts

Validity & Reliability 10 pts

Data Analysis & Results 10 pts (descriptive stats)

Discussion 5 pts

APA Format 5 pts

**Grading Scale:**

|  |  |
| --- | --- |
| **Grade** | **points** |
| **A** | **90~100** |
| **B** | **80~89** |
| **C** | **70~79** |
| **D** | **60~69** |
| **F** | **<60** |

\* Rubrics for your individual project is provided in another document.

**\*\*** 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.

**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 provide feedback to your assignments in the Canvas. **You can check your grade and my feedback for each assignment in the Canvas as well.** **Remember to click your submitted document to review my feedback. It is inside the document, not under comments.**
* If you need individual help, you can reach me during the office hours, virtual office hours, emails, or make an appointment. **The regular office hours may change due to meetings or oral exams that I need to attend**. I will announce it at the beginning of the week if it happens. Also, **it is hard to find a time that is convenient for everyone. Remember I do accept “make an appointment” option**. In the past, I had virtual meetings with students during evenings or weekends. **If you need individual help, make an effort to reach me,** and I will do my best. **During the summer semester, I do not hold regular office hours. Please make an appointment with me**.
* ***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 in 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 | Assignment Due |
| --- | --- | --- | --- |
| 1 | 05/21 | Syllabus  Introduction to Survey Research (Chapter 1)  Background Research to Define Survey Content |  |
| 2 | 05/28 | Memorial Day |  |
| 3 | 06/04 | Delphi Method to Define Construct  Reading: Practical Considerations for Conducting Delphi Studies: The Oracle Enters a New Age  Ethical Issues   * Confidentiality, Informed Consent   Institutional Review Board (IRB) | Individual Project Research Question  Introduction (a short review of theory or other basis for your survey items) |
| 4 | 06/11 | Types of Measurement Scales (Chapter 4)  Guidelines for Survey Instrumental Construction (Chapter 5 & 6)   * Writing Questions * Constructing the Questionnaire | Informed Consent Letter |
| 5 | 06/18 | Peer review of items and rewrites  Sampling Issues (Chapter 2 & 3)   * Sampling procedures * Dealing with Non-respondents * Follow-up Techniques * Piloting and Implementing Surveys | Completed IRB draft  First Draft of Survey Items |
| 6 | 06/25 | Methods of Administration (Chapter 7)  Response Rate | Second Draft of Survey Items |
| 7 | 07/02 | Online Survey Tools (Chapter 9)   * Qualtrics * SurveyMonkey.com & others | Final Draft of Survey Items  Online Survey (send me the link before you leave the classroom) |
| 8 | 07/09 | Data Analysis Issues   * Survey Psychometrics * Validity and Reliability   Data Analysis Issues  Data management, Analysis, and Interpretation | Methods Section  Data Collection |
| 9 | 07/16 | Reporting Survey Results  Reading   * Checklist of Contents for a Survey Report   How to Make a Presentation | Complete the final project (Assemble parts and/or make revision) |
| 10 | 07/23 | Presentations | Final Paper |

**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**
  + Feedback from your colleagues.
  + Your reflection of the survey design and pilot study experience.
  + If you are going to actually conduct the study, what would you do differently?

**\_\_\_\_/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**