

Survey Research Methods (LEAD 616)

Summer, 2018

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Contact Information:

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Office Hours:

You are encouraged to see me during my office hours if you need any assistance in understanding the course material or need assistance with the class assignments. You can sign up for these hours through my Google Calendar. See me after class or e-mail me if you need to set up an appointment outside my regularly scheduled office hours.

Course Objectives:

The overall course objective is to have you be able to conduct and critically evaluate survey research. More specific objectives include:

1. Know the strengths and limitations of survey research as a methodology.
2. Know the key issues related to sampling in survey research, including how to reduce coverage error and sampling error.
3. Understand the key considerations to determining sample size.
4. Know the key issues related to nonresponse error in survey research.
5. Be able to write and evaluate survey questions.
6. Be able to write and evaluate multi-item scales.
7. Know other key elements in constructing an effective survey instrument, including ordering the questions, formatting, instructions, etc.
8. Know the key issues related to administering surveys, including ways to minimize nonresponse bias.
9. Be familiar with the key issues regarding data analysis and interpretation of survey results.
10. Know the ethical issues regarding survey research.

Course Texts/Readings:

The required text for the course is *Internet, Phone, Mail, and Mixed-mode Survey: The Tailored Design Approach* (4th edition) by Dillman, Smyth, and Christian (2014). If you plan to do a lot with survey research, you may want to consider purchasing *Asking Questions* by Bradburn, Sudman, and Wansink (2004), a revised edition of a classic text in the field. Additional supplemental readings may be assigned.

Course Requirements:

Two exams – There will be two exams in the course, one over the first half of the course, and the second over the latter half of the class. Each exam will be worth **40 points**. The exams will consist of multiple choice, short answer, and short essay questions.

Qualtrics Project – You will be expected to do a self-study tutorial to learn how to use Qualtrics for developing an Internet survey. You will also create a brief survey as part of the project. This project will be worth **20 points**. NOTE: If you already have expertise in Qualtrics, please contact me so that we can determine an alternative learning experience for you.

Research project - You will also complete a research project, which will be worth **100 points**. For those of you who are going to do your dissertation using a survey, this will permit you time to develop your ideas and give you an excellent head start on your dissertation proposal. Others may use the project to develop a survey instrument for either work or another purpose. As part of this process, you will be expected to present a draft of your survey to your classmates to receive constructive feedback (see schedule).

Your final course grade will be determined using the following scale:

| <u>Grade</u> | <u>Minimum %</u> | <u>Total Points</u> |
|--------------|------------------|---------------------|
| A | 93 | 186 - 200 |
| A- | 90 | 180 - 185 |
| B+ | 87 | 174 - 179 |
| B | 83 | 166 - 173 |
| B- | 80 | 160 - 165 |
| C+ | 77 | 154 - 159 |
| C | 73 | 146 - 153 |
| C- | 70 | 140 - 145 |
| D | 60 | 120 - 139 |
| F | >60 | > 120 |

Grade of Incomplete:

The grade of Incomplete (“I”) may be recorded to indicate (1) that the requirements of a course have been substantially completed but, for a legitimate reason, a small fraction of the work remains to be completed, and, (2) that the record of the student in the course justifies the expectation that he or she will complete the work and obtain the passing grade by the deadline. It is the student’s responsibility to explain to the instructor the reasons for non-completion of work and to request an incomplete grade prior to the posting of final grades. Students who receive a grade of incomplete must submit all missing work no later than the end of the tenth week of the next regular semester, otherwise the “I” grade will become a permanent “F.”

Requests for Accommodation:

Reasonable accommodations in accordance with the Americans with Disabilities Act will be made for course participants with disabilities who require specific instructional and testing modifications. Students with such requirements must identify themselves to the University of San Diego Disability Services Office (619.260.4655) before the beginning of the course. Every effort will be made to accommodate students’ needs, however, performance standards for the course will not be modified in considering specific accommodations.

Course Evaluations:

Students will be given the opportunity to provide an evaluation of the course at its completion. Instructions will be given at the end of the course on how to complete the course evaluation electronically.

Statement on Plagiarism:

See the attached appendix for the statement on plagiarism and academic integrity.

Tentative Schedule
Summer 2018

| <i>Date (Class)</i> | <i>Topic</i> | <i>Readings</i> |
|---------------------|--|---------------------------|
| June 5 (1) | Stages of the survey research process Strengths and limitations of survey research Holistic and tailored approach to surveys | Dillman 1 |
| June 7 (2) | Initial Considerations in Developing Surveys Sampling issues in survey research | Dillman 3 |
| June 12 (3) | Estimating Population Parameters Writing survey questions (I) | Dillman 4 |
| June 14 (4) | Writing survey questions (II) | Dillman 5 |
| June 19 (5) | Writing survey questions (III) | |
| June 21 (6) | Writing survey questions (IV) Qualtrics Project Due | |
| June 26 (7) | Constructing indexes and scales Exam I | |
| June 28 (8) | Evaluating indexes and scales Other considerations in designing surveys | Dillman 6, 7, 9 |
| July 3 (9) | Peer Review of Survey Proposals Other considerations in designing surveys Statistics Review | |
| July 5 (10) | Minimizing nonresponse bias in surveys | Dillman 2 |
| July 10 (11) | Additional steps in implementing surveys Exam II | |
| July 12 (12) | Ethical issues in survey research Telephone surveys International surveys | Dillman 10* Dillman 8* |

Research projects due Monday, July 16th by 9:00 am

* Optional readings

Appendix: Statement on Plagiarism

The complete plagiarism policy is available for your review at:

http://www.sandiego.edu/associatedstudents/branches/vice_president/academics/honor_council/integrity_policy.php

All members of the University community share the responsibility for maintaining an environment of academic integrity since academic dishonesty is a threat to the University.

Acts of academic dishonesty include: a) unauthorized assistance on an examination; b) falsification or invention of data; c) unauthorized collaboration on an academic exercise; d) plagiarism; e) misappropriation of resource materials; f) any unauthorized access of an instructor's files or computer account; or g) any other serious violation of academic integrity as established by the instructor.

It is the responsibility of the instructor to determine whether a violation has occurred. An act of academic dishonesty may be either a serious violation, or, if unintentional, an infraction (a non-serious violation of course rules). If the instructor determines that an infraction (as opposed to a serious violation) has occurred, the instructor can impose penalties that may include: a) reduction in grade; b) withdrawal from the course; c) requirement that all or part of the course be retaken; and d) a requirement that additional work be undertaken in connection with the course or exercise. Students may formally challenge the instructor's determination of infraction (see below).

Instructors shall report all violations, whether, infractions or serious violations, both to the Dean's office and the student using the Academic Integrity Violation Preliminary Worksheet. The Associate Dean will contact the student and ensure she or he is aware of the Academic Integrity policy. The Associate Dean will appoint a hearing committee only when: 1) the instructor reports that a serious violation occurred, or 2) the instructor reports that an infraction occurred and the student wishes to appeal the determination of infraction.

The hearing committee will include, in addition to the Associate Dean, a faculty member and two students from the School of Leadership and Education Sciences, and a faculty member from outside the School of Leadership and Education Sciences. If the hearing committee determines that a serious violation has occurred it also will determine sanctions to be applied which may include: a) expulsion from the University; b) suspension from the University for up to one year; c) a letter of censure; and d) imposition of a period of probation. If the hearing committee determines an infraction has occurred the penalty imposed by the faculty member will be upheld. If the hearing committee determines that no serious violation or infraction has occurred, it will request the instructor to take action consistent with that determination. If the hearing committee determines that expulsion is the appropriate sanction the student may appeal to the Provost.