1. **Course Number and Title:** ERMA 8200 Survey Research Methods
   
   **Credit:** 3 Semester Hours (Lecture 3)
   
   **Prerequisites:** None

2. **Date:** May 2014

3. **Required Textbooks:**
   

   **Recommended:** (a) Calculator with basic algebraic functions and (b) mechanical pencil that takes 0.9mm or 0.7mm size lead. Black color lead and HB or B hardness.

4. **Course Description:**

   The focus of this course is on the knowledge, design, planning, implementation, and interpretations of survey research methods. Specifically, the course covers information on purposes of survey research, theoretical and/or empirical basis for survey research, and development of different types of questionnaire items. Methods of selecting a sample and instrument validity and reliability are included, along with basic statistical procedures to review and interpret survey results. SPSS will be used for all statistical applications. Qualtrics, a Web-based survey software that allows the AU community to create and launch surveys and produce reports will be used to design and implement survey instruments. This course is intended to assist students in applying best practices to survey research.
Objectives, Content, Course Requirements/Evaluation

5. **Course Objectives:**

The following objectives are designed to develop students’ competence in planning, creating, and implementing a survey research study. The following topics will be covered to the extent that time allows.

A. Use research and statistical terminology appropriately and accurately

B. Demonstrate knowledge of the following subject matter:

1. Overview of survey research
2. Advantages and disadvantages of surveys
3. Identify and select topics suitable for survey research
4. Clarify the purpose of research
5. Establish theoretical and/or empirical basis for survey research
6. Sample selection
7. Item development
   (a) demographic items
   (b) attitude items
   (c) knowledge items
   (d) programs, services, products items
8. Item analysis
9. Instrument validity and reliability
10. Preparation and administration of survey instruments, including groups, mail, Internet, telephone, etc.
11. Statistics related to survey analysis
   (a) percentages and margins of error
   (b) averages and variances
   (c) relationships
12. Preparing final reports
13. Using statistical software (SPSS) to analyze survey data

6. **Course Content:**

The following content will be covered to the extent that time allows.

1. Introduction to survey research
2. Advantages and disadvantages of surveys
3. Identify and select topics suitable for survey research
4. Clarify the purpose of research
5. Establish theoretical and/or empirical basis for survey research
6. Sample selection
7. Item development
8. Item analysis
9. Instrument validity and reliability
10. Preparation and administration of survey instruments, including groups, mail, Internet, telephone, etc.
11. Statistics related to survey analysis
   (a) percentages and margins of error
   (b) averages and variances
   (c) relationships

12. Preparing final reports

7. **Course Requirements/Evaluation:**

   A. Read all class assignments prior to class and be prepared to respond to questions in class.

   B. Complete all in-class and homework assignments.

   C. Complete all tests and the final examination.

   D. Complete the Collaborative Institutional Training Initiative (CITI), the web-based human subjects training. Information and relevant links are posted on the Office of Vice President for Research [OVPR] homepage. Complete the modules for **Group 3 – Social and Behavioral** (if you are in Kinesiology, complete **Group 2 – Biomedical**); and everyone should complete the **Optional Modules for Responsible Conduct of Research**.

   E. Develop a written survey and enter the items into the Qualtrics software.

   F. Launch a survey using Qualtrics.

Final grades will be based on the following:

1. In-class lab assignments*  100 points
2. Homework assignments**(10-12)  100 Points
3. Two projects***  40 (20 points each)
4. Mid-term examination  50 points
5. Complete CITI training 30 points
6. Qualtrics survey 50 points
Total: 370 points

*Must be completed in class and cannot be made up.
** Students should complete all homework assignments and bring to class ready to submit before class starts; however, only four homework assignments will be collected and graded. Dates for collecting homework will be unannounced.
***Specific instructions for projects will be provided by the professor.

The following grading scale will be used.
91% - 100% = A (Superior; very high performance)
81% - 90% = B (Above average performance)
71% - 80% = C (Average to above average performance)
60% - 70% = D (Unacceptable performance)
Below 60% = F (Failing)

8. **Class Policy Statements:**

The following guidelines should help students to know the course expectations that will help them to complete the course requirements successfully.

A. There will be no unannounced quizzes in this class. Each student’s grade in this course is based on his/her own performance and not in comparison to the performance of others.

B. There will be unannounced in-class lab assignments almost every week. In the event of a planned or unplanned absence, these cannot be made up. From time to time, hard copies of assignments will be necessary. All assignments should be typed, double-spaced on one side of the paper, using 12-point font and dark, sharp print. Assignments should be clean and neat. Unstapled pages will not be graded. For example, assignments held together with paper clips, folders, rubber bands, three-ring binders etc., will not be accepted. The first page should identify the student by full name, the assignment, and the date. The entire assignment must be turned in at the same time. Partial assignments or assignments on scrape paper (clean or dirty) will not be graded. The assignment must be professional in appearance.

Use the same guidelines for turning in homework.

C. Academic dishonesty is an offense that will be reported to the Academic Honesty Committee.

D. **Attendance/Absences:** I do not grade based on attendance; only your performance is calculated for your grade in this course. However, attendance is required at each
class meeting. It is the student’s responsibility to arrange for a classmate to take notes for him/her and to get a copy of all assignments or handouts for him/her in the event of an absence, planned or unplanned. Late assignments will not be graded; however, it may be helpful for students to know what they missed.

E. **Accommodations:** Students who need accommodations are asked to arrange a meeting 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 alternative time can be arranged. To set up this meeting, please contact me by e-mail. Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with the Office of Accessibility in Haley Center, 844-2096 (V/TT).

F. **Honesty Code:** The University Academic Honesty Code and the Regulations pertaining to Cheating will apply to this class.

G. **Professionalism:** As faculty, staff, and students interact in professional settings, they are expected to demonstrate professional behaviors as defined in the College’s conceptual framework. These professional commitments or dispositions are listed below:

--Engage in responsible and ethical professional practices

--Contribute to collaborative learning communities

--Demonstrate a commitment to diversity

--Model and nurture intellectual vitality

9. **Justification for Graduate Credit**

Graduate courses “should be progressively more advanced in academic content than undergraduate programs” and should “foster independent learning” (SACS guidelines 3.6.1 and 3.6.2). Further, the guidelines presented in the Statement of Clarification of the Definition and Use of 6000-level courses as approved by the Graduate Council, May 21, 1997 apply:

Factors to consider in evaluating a course for graduate credit include but are not limited to the following:

--use of specific requisites

--content of sufficient depth to justify graduate credit (materials beyond the introductory level)

--content should develop the critical and analytical skills of students including their application of the relevant literature
--rigorous standards for student evaluation (all students in a 6000-level course must be evaluated using the same standards)

--course instructor must hold graduate faculty status or be approved by the Dean of the Graduate School

10. **Methodologies and Course Evaluation:**

A variety of teaching techniques and strategies will be used in the instruction of this course. The Socratic method is the principal method of instruction in this course. This means that the professor will ask questions and students will respond. The focus will be on engaging students in academic discourse related to survey research. Therefore, it is necessary that students read the assignments before coming to class and participate in all in-class lab activities. Students will evaluate the course using a checklist of criteria.

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This syllabus is tentative and changes may be made based on class needs and/or time restraints.

NOTE: Please check your email before each class meeting for any announcements. Thanks.