

SURVEY RESEARCH METHODS

ANG6930

3 CREDIT HOURS

FALL 2018

Instructor: Chris McCarty

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OFFICE HOURS: Telephone, or in-person office hours can be scheduled by appointment via email

COURSE WEBSITE: <https://ufl.instructure.com/courses/338634>

COURSE COMMUNICATIONS: General questions about course materials, assignments, and due dates should be posted to the general discussion board. Additional questions regarding grades or personal information should be asked through email.

REQUIRED OR RECOMMENDED TEXTBOOKS:

Required: Fowler, Floyd J. Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau, and Robert M. Groves. *Survey Methodology*. Hoboken: John Wiley & Sons, 2009.

COURSE DESCRIPTION: This course provides an introduction to population surveys typical in descriptive (surveillance) and analytic epidemiologic research. Survey sampling, survey planning and data collection, computer interviewing and data management techniques for research surveys are emphasized. The course includes generalized methods and didactic materials as well as case studies drawn from the experiences of the course instructor and other University researchers.

COURSE GOALS AND/OR OBJECTIVES: Students will be able to:

- Understand and choose among data collection methods for surveillance and research
- Apply survey methods to real-life examples
- Understand sampling for research and the applicability of various analytic techniques for sampling
- Prepare data reports from surveys
- Prepare data collection plans with scheduling and financial estimates
- Apply quality assurance procedures in survey research

COURSE POLICIES:

QUIZ/EXAM DATES/POLICIES: Reading quizzes assigned each week will expire after 11:59 pm on Sunday. Quizzes are timed, you have 20 minutes to complete quizzes with no short answer component, 40 minutes to complete quizzes with a short answer component. Late quizzes are not accepted.

MAKE-UP POLICY: Students can make up work as the result of illness, other unanticipated circumstances warranting a medical excuse, or extracurricular activities **pre-approved** by the instructor that result in the student missing a homework or project deadline. Documentation from a health care provider is required. Arrangements will be made to accommodate students who miss work due to religious holidays. Prior notice should be given. Work missed for any other reason will receive a grade of zero. Late work due to documented technical issues will be reviewed individually (for more information see "Getting Help" below).

UF POLICIES:

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

UNIVERSITY POLICY ON ACADEMIC CONDUCT: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Failure to respect these rules will result in failure of that assignment.

GRADING POLICIES:

METHODS BY WHICH STUDENTS WILL BE EVALUATED AND THEIR GRADE DETERMINED:

Students will be assigned various materials (podcasts, Ted Talks, articles, book chapters) each week and are expected to complete these. Quizzes as well as assignments and discussion posts will draw on weekly materials and lectures to test this comprehension.

Assignments (5 total) = 25%

Specific instructions for each assignment are available in each module. There are assignments due in the following modules: 2 (week 2), 3,5,6,11

Class participation = 75%

Attendance, participation, and general engagement with course materials are all evaluated for participation.

Assignment	Due Date (11:59pm)	Points
Sampling and Margin of Error	9/5/18	10
Response Rates	9/12/18	10
Questionnaire Critique	9/26/18	30
IRB Training	10/10/18	25
Skills Assessment and Practical Applications	11/28/18	15

GRADING SCALE: Grading: The grading scale for this course consists of the standard scale below

90% - 100% = A

85% -89.9% = B+

80% -84.9% = B

75% -79.9% = C+

70% -74.9% = C

65% -69.9% = D+

60% - 64.9% = D

Below 60% = E

COURSE SCHEDULE:

CRITICAL DATES:

Midterm: Due: 10/24/18

Final: Due: 12/12/18

Module	Date	Topic	Reading/Materials	Assignment
1	8/22/18	Introduction	Syllabus Singer (2016)** Zaller and Feldman (1992)**	

2	8/29/18	Sampling and Margin of Error	Groves Ch. 2 Fowler Ch. 2 **	
2*	9/5/18	Sampling and Margin of Error	Groves Ch. 4 Keeter et. al **	Assignment 1
3	9/12/18	Response Rates and Disposition Coding	Curtin et al. (2009)** Kviz (1977)** Dillman et al. (2008)** AAPOR Standard Definitions. Final Dispositions of Case Codes and Outcome Rates for Surveys (pgs 5-13)**	Assignment 2
4	9/19/18	Survey Modes	Groves Ch. 5 Ansolabehere and Schaffner (2014)** Chang and Krosnick (2010)**	
5	9/26/18	Questionnaire Design, Question Wording and Incentives	Groves Chs. 7 & 8 Krosnick and Berent (1993) Ryu et al. (2005)**	Assignment 3
6	10/3/18	Ethics and Industry Standards	Groves Ch. 11 AAPOR Code of Ethics, Disclosure Checklist **	
6*	10/10/18	Ethics and Industry Standards	AAPOR Code of Ethics: Best Practices, IRB**	Assignment 4
7	10/17/18	Analyzing and Interpreting Survey Data	Groves Ch. 10	
7*	10/24/18	Analyzing and Interpreting Survey Data	-	
8	10/31/18	Commonly Used Survey Sets	Caraceni et al. (1999)** Ware and Gandek (1998)** Weisberg, Krosnick, Bowen (1996)**	

9	11/7/18	International Surveys and Hard to Count Populations	Laska, Meisner, Siegel (1988)** UNAIDS/WHO (2003)** Newby et al. (1998)** Joel Selanikio Ted Talk (2013)**	
10	11/14/18	The Cost of Doing Surveys	Zwelling Ch. 6** Dillman Ch. 4 (pgs 44-51)**	
-	11/21/18	THANKSGIVING BREAK	-	-
11	11/28/18	Getting a Job With Survey Experience	UF Survey Research Center New Employee Handbook**	Assignment 5
12	12/5/18	Big Data and the Future of Surveys	McCormick et al.** Ansolabehere and Hersh (2012)**	

*Note that some modules span two weeks.

**Additional articles/materials can be found in each module under “Instructional Materials”

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.