

Survey Research Methods
MMC 6936, section 15E8
Weimer Hall 1098
Tuesdays, 10:40 am – 1:40 pm

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Office Hours: By appointment

COURSE OVERVIEW

Surveys are an important research method for both primary and secondary research in social and behavioral sciences, education, public health, health services, and other fields. In this course, we will critically examine and practice survey research methods with a particular focus on questionnaires as a tool for data collection, additionally exploring how questionnaires are used in multiple types of research designs.

Students will finish the course 1) as critical consumers of research using surveys and/or questionnaires; and 2) equipped with the skills and experience necessary to design and conduct a study using survey research methods, including finding or developing a questionnaire, collecting data using a questionnaire, analyzing the data and presenting the findings. As this is an advanced course, the final product will be a paper based on primary data that you collect and analyze during this course.

ASSIGNMENTS AND WEIGHTING

Readings Discussion: 20% of final grade

Each week you will have readings consisting of chapters and articles posted on Canvas. We will discuss these in class, so I expect that you will have come to class having read these and prepared to discuss them. In preparing for these discussions, consider: what you learned, what surprised you, what you still don't know, and what questions you may have. Each week, I expect that you will bring to class one discussion question to help guide our discussions.

Presentations: 15% each x 2 = 30% of final grade

Each of you will need to choose two papers using survey methods as the primary research method to read and present to the class. These are noted on the course schedule as "Critique 1" and "Critique 2." For the first one, you will choose from pre-selected papers that I have identified. For the second one, you will choose your own paper. The expectations for the second presentations will be higher, as you will know more about survey methods at that time. You will do both a presentation in class and submit a one-page critique to me on Canvas.

Individual Survey Project=20% of final grade

In the first few weeks of the class, you will design an online questionnaire based upon your own research interests. We will work through this in class workshops. You will then submit a research protocol to the IRB to conduct this survey research. You will earn points by fully participating and keeping to the deadlines.

Final Paper=30% of final grade

Your final assignment will be a full paper based upon the survey research you do this semester. We will build up to the final paper through a process during the last few weeks of the semester that will include workshopping in class, getting feedback on drafts, and presenting the study to the class. You will earn points by fully participating and keeping to the deadlines. In addition, your grade will be based upon the quality of this final paper.

CLASS STRUCTURE

Generally, we will start each class period with a discussion of the assigned readings. Each week we will also engage in some sort of practical activity or work on your individual survey projects. I've outlined the readings, activities, and tasks for each week below. However, the activities on the course schedule are subject to change as needed. Due to conference travel, I will be gone for two of the class periods. These weeks will have assignments to be completed on Canvas.

COURSE MATERIALS

There are two primary resources for our class readings:

- 1) Fowler, FJ. (2014). Survey Research Methods, 5th Edition. (Abbreviated as SRM on course schedule).
- 2) Weekly readings posted on Canvas.

OTHER INFORMATION

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

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.

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times

when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

GRADES

A 93-100%

A- 90-92%

B+ 87-89%

B 83-86%

B- 80-82%

C+ 77-79%

C 73-75%

C- 70-72%

D+ 67-69%

D 63-66%

D- 60-62%

Failure 0-59%

Course Schedule

| Week | In Class Topics & Activities | Readings and Assignments Due |
|--------------|---|--|
| 1 – Aug. 28 | Introduction to class Introduction to survey methods Research question brainstorm activity Critique #1 assignment and sign ups | |
| 2 – Sept. 4 | No class meeting (See Canvas) Bias | SRM Chapter 1,2 Ha et al, (2015) |
| 3 – Sept. 11 | Sampling and recruitment Choosing previously developed scales Survey concept mapping activity <i>Critique 1 presentations</i> | SRM Chapters 3-5 Tourangeau et al, 2017 Dykema et al, 2017 Final research question due |
| 4 – Sept. 18 | Developing questionnaire items, part 1 Using Qualtrics <i>Critique 1 presentations</i> | SRM Chapters 6-7 Bylund et al, 2017 |
| 5 – Sept. 25 | Developing questionnaire items, part 2 Survey workshop Submitting to the IRB <i>Critique 1 presentations</i> | SRM Chapter 11 Roberts & Allen, 2015 |
| 6 – Oct. 2 | No class meeting (See Canvas) | First draft of survey due |
| 7 – Oct. 9 | Final IRB and survey review Interviewer-administered surveys Critique #2 assignment and sign ups | SRM Chapter 8 Timbrook et al., 2018 IRB submission by end of class period |
| 8 – Oct. 16 | <u>Guest Speaker:</u> Dr. Ramzi Salloum (Discrete Choice Experiments) Conversation recall, course evaluations IRB resubmission workshop | IRB resubmissions Salloum et al., 2017 Bylund et al., 2010 Bhanji et al., 2012 |
| 9 – Oct. 23 | Final paper assignment Writing the Introduction/Lit Review <i>Critique 2 presentations</i> | Tips on writing journal articles Begin survey recruitment |
| 10 – Oct. 30 | Cleaning and managing data Introduction workshop Writing the Method section <i>Critique 2 presentations</i> | Introduction Draft due |
| 11 – Nov. 6 | Analyzing survey data part Method workshop <i>Critique 2 presentations</i> Optional: SPSS review | SRM Chapter 9-10 Method Draft due |
| 12 – Nov. 13 | Presenting survey results: Text and graphics Writing the Discussion section | SRM Chapter 12-13 Miller, 2017 |

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| | | Introduction and Method due |
| 13 – Nov. 20 | Data workshop (Optional) | Recruitment ends |
| 14 – Nov. 27 | Finding and using secondary data sets <u>Guest Speaker:</u> Dr. Emily Peterson, National Cancer Institute (HINTS Database) <u>Guest Speaker:</u> UF BEBR (tentative) | HINTS readings, TBD |
| 15 – Dec.4 | In Class Final Presentations | |

Your final paper is due to me (on canvas) no later than December 14 at 11:59 pm.