UF CJC

ADV4930
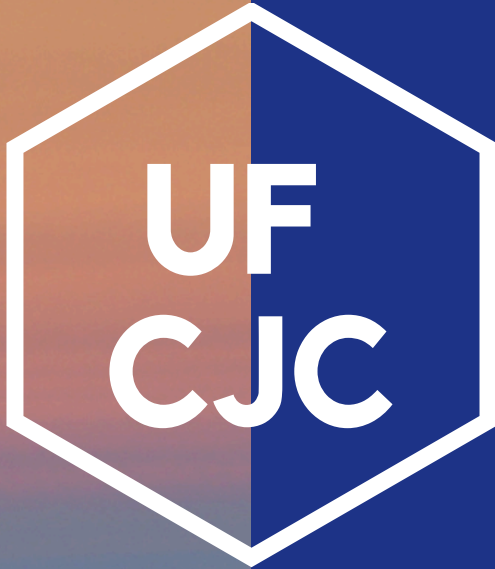# Survey Design

INSTRUCTOR

Dr. Aqsa Bashir

FALL 2025

ASKING THE RIGHT QUESTIONS TO UNLOCK REAL INSIGHTS.

CONTACT INFORMATION

Instructor: Dr. Aqsa Bashir, Adjunct Professor
Email: aqsabash@ufl.edu
Office Hours: By appointment via Zoom
Credit Hours: 3
For questions about course content, your grade, or other personal issues, use the Canvas mail tool. Expect a response within 24 hours.

COURSE INFORMATION

This course is designed to introduce students to the opportunities and challenges involved in developing and implementing effective surveys in real-world scenarios. We will explore the key principles of survey design, focusing on how to create reliable, valid, and actionable data collection tools. The course balances both theoretical frameworks and practical applications, guiding students through topics such as question formulation, sampling techniques, ethical considerations, and data analysis. By the end of the course, students will be equipped with the skills needed to design surveys that address real-world research questions and provide valuable insights across diverse contexts.

COURSE OBJECTIVE

The objectives of the course are as follows:

- *To examine best practices in survey design, including question formulation, sampling, and data collection methods used to gather reliable and actionable insights.*
- *To analyze successful survey designs and explore how different strategies are applied to address specific research goals and gather meaningful data across diverse contexts.*
- *To expose students to and encourage an understanding of the key issues and challenges in designing effective surveys for real-world research scenarios.*

COURSE REQUIREMENTS

REQUIRED TEXTBOOK:
Jarrette, C. (2021). SSurveys That Work: A Practical Guide for Designing and Running Better Surveys. Rosenfeld Media

RECOMMENDED TEXTBOOK:
Babbie, E. (2021). The Practice of Social Research (15th ed.). Cengage Learning.

PREREQUISITES

ADV3500

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students to enter an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:
·   Webcam
·   Microphone
·   Broadband connection to the Internet and related equipment (Cable/DSL modem)
·   Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and how to use word processing software.

MATERIALS/SUPPLY FEES

There is no supply fee for this course.

ZOOM

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.
You can find resources and help using Zoom at ufl.zoom.us.

COURSE POLICIES

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at catalog.ufl.edu/UGRD/academic-regulations/attendance-policies
As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

LATE ASSIGNMENT

Late, missed, or revised assignments will **NOT** be accepted. Exceptions will only be approved by the course instructor if you have a DOCUMENTED medical emergency or other situations that are supported by UF leave policies.

Travel, vacation, internship, tours, etc., will not be considered under this clause. A written petition to the instructor explaining the reason for assignment tardiness must be attached with the submission. Assignments not submitted within the initial deadline will lead to a grade penalty (usually 5% of the grade per day), and after 7 days, students will forfeit all possible points for that assessment.

EXTRA CREDIT

At various times throughout the semester, you may have some opportunities to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give you time to make any necessary arrangements.

A great way to be proactive about earning extra credit is to participate in UF run research studies via the UF CJC SONA system.

ASSIGNMENTS

Below is a description of assignments in the course. Refer to the "Course Summary" at the bottom of this page for due dates.

DISCUSSION

Discussions you complete in this course will be a whole-class discussion. You will also reply to two peers. The purpose of these discussions is to provide you with an opportunity to exchange ideas and engage with your peers.

QUIZZES

1. There will be 4 -6 quizzes (depending on the semester) consisting of 10 -15 questions. Each quiz is worth 20 -30 points. Each will be given over the term. Quiz questions will be presented in a multiple-choice format and will cover content for modules completed up to the quiz point.
2. Quizzes in this class will be due on various dates so please be vigilant of the deadline. There will be no extensions or retakes.
3. Once a quiz has been started, it cannot be stopped until the allotted time (20 -25 minutes) is complete.
4. Therefore you should take care to cover all materials prior to attempting the quiz and work steadily to complete the quiz within the designated time period. Please review the course summary at the bottom of this page for clarification on the designated quiz dates.

GROUP PROJECT:

1 **PART 1**
IDENTIFYING A RESEARCH TOPIC

2 **PART 2**
SECONDARY RESEARCH

3 **PART 3**
QUESTIONNAIRE DESIGN

4 **PART 4**
SET UP AND FIELDING

5 **PART 5**
DATA ANALYSIS AND REPORTING

PART 1

The aim of this first part is to choose a brand (present 3 as part of your first assignment) that would benefit from primary quantitative research pertaining to a problem or issue they are facing, this could also be a new development you are thinking about. Specify a real brand, if the brand offers a broad range of products, narrow it down to a specific product category or level (e.g., instead of Pepsi, focus on Gatorade; instead of Dawn, focus on Dawn Platinum Dish Spray). Next, identify the consumer group relevant to your research objective. Describe the key characteristics of this group, such as demographic information (e.g., age, gender, employment status), media consumption habits, and purchasing behaviors. You may consider groups like college-aged consumers (e.g., 18-24 years) or young adults that include college-aged consumers (e.g., 18-35 years) which are easy for you to access for data collection. Discuss the primary challenges the brand is currently facing in appealing to the target consumers identified above. And finally, explain how conducting research with the target consumer group could help the brand address the identified challenges. Specify the type of information and consumer insights you plan to gather through your research.

PART 2

The goal of this group assignment is to define and identify the right audience for your survey, ensuring that the participants are relevant and capable of providing valuable insights. By completing this exercise, students will gain practical experience in targeting and recruiting survey respondents effectively. Begin by defining your research objective which will help guide your target audience. Once you have that identified you will be able to choose a recruitment channel and identify potential roadblocks and solutions.

The assignment should be **no more than 7 pages**, 12-point Times New Roman (not including the cover page or references). References should be in APA format and do not count toward the 7-page limit. Please note that *__I will stop reading your assignment after page 7__*, and anything beyond that will be counted as missing. Assignments failing to follow the required format will be penalized.

PART 3

In this part, students are expected to develop a comprehensive survey designed to gather quantitative data used to address their research objective. The primary tool for collecting quantitative data is a questionnaire. A well-crafted questionnaire is crucial for ensuring the reliability and validity of quantitative data, as modifications to questions or corrections to mistakes cannot be made once data collection begins. Drawing on the insights from appropriate modules regarding parts of the survey, question development, and questionnaire design, create a survey questionnaire that elicits objective (unbiased) responses from participants and delivers valuable and meaningful information to answer their research objective. Through the creation of this survey, students will apply principles of questionnaire design, measurement levels, and question types. This assignment aims to enhance skills in crafting clear, unbiased questions that yield actionable insights, while also reinforcing the importance of ethical research practices, including participant confidentiality and informed consent.

PART 4

In this part, students will set up and launch their survey questionnaire online using Qualtrics.
Log in to Qualtrics through UF e-Learning system (use GatorLink credential) to be able to utilize the full features of Qualtrics. Do not create a free account at qualtrics.com. Although it allows you to create an account with GatorLink credential, you cannot access the full range of features and tools and you can create only a limited number of questions.

PART 5

The objective of this final assignment is to analyze survey data using appropriate statistical methods (descriptive statistics, regression analysis, and Qualtrics' Relate function) to test research hypotheses and report the results in a clear and actionable format. Students will interpret their data and create charts and figures that effectively communicate the findings to decision-makers.

The report must include the following:
- Introduction: Overview of the research questions and hypotheses.
- Methodology: Type of survey method used, recruitment and fielding.
- Analysis and Report: Submit a comprehensive report that includes:
  - Descriptive statistics and visualizations
  - Regression analysis results (including tables or figures)
- Results: Summary of key findings, including relevant charts and statistical outputs. Chats and figures must be easily readable, labeled (Table 1, Chart 2, Fig 3 etc.) and titled.
- Discussion: Interpretation of the findings, actionable insights, and implications.
- Conclusion: A brief summary of your key insights and recommendations.

The report must be professional, well-organized, and easy for decision-makers to understand.
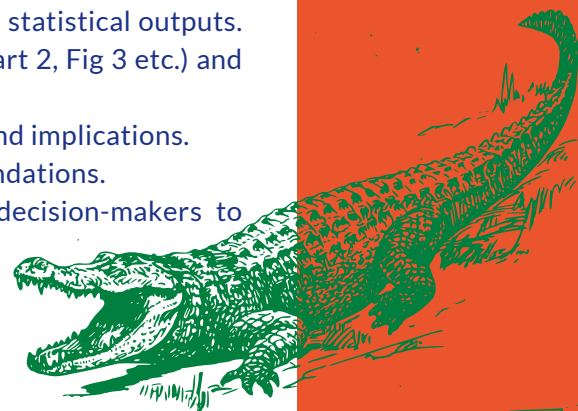
COURSE GRADING POLICY

I will make every effort to have each assignment graded and posted within one week of the due date.

GRADING SCALE

Letter Grade	Range		
A	100%	to	94 %
A-	< 94%	to	90 %
B+	< 90%	to	87 %
B	< 87%	to	84 %
B-	< 84%	to	80 %
C+	< 80%	to	77 %
C	< 77%	to	74 %
C-	< 74%	to	70 %
D+	< 70%	to	67 %
D	< 67%	to	64 %
D-	< 64%	to	61 %
F	< 61%	to	0%

GRADE BREAK OUT

Discussions	10%
Quizzes	40%
Group Project	50%

TECHNOLOGY REQUIREMENT

Students are required to have access to a laptop or computer with reliable Internet access. You will need the UF VPN (http://www.uflib.ufl.edu/login/vpn.html) to access some library resources off-campus, as well as your Gatorlink credentials.

Students will need access to a word processing program (Word or similar), a database program (Excel or similar), and Qualtrics. UF provides access to virtual versions of these Office programs at UF Apps

Technical skills you require for successful completion of the course:
- Using the learning management system
- Using email with attachments
- Creating and submitting files in commonly used word processing program formats
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs
- Using apps in digital devices
- Using web conferencing tools and software

Digital information literacy skills necessary for successful completion of the course:
- Using online libraries and databases to locate and gather appropriate information
- Using computer networks to locate and store files or data
- Using online search tools for specific academic purposes, including the ability to use search criteria, keywords, and filters
- Analyzing digital information for credibility, currency, and bias (e.g., disinformation, misinformation)
- Properly citing information sources

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TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

· Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!

· Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the course's objectives.

· Print out the Course Schedule located in the Course Syllabus and check things off as you go.

· Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.

· Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.

· Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.

· To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

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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, disability.ufl.edu) by providing appropriate documentation. Once registered, students will receive an accommodation letter that 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 Student Honor Code and Student Conduct Code specifies a number of behaviors that violate 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 or TAs in this class.

NETIQUETTE AND COMMUNICATION COURTESY

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.

We understand that our classmates represent a wide variety of opinions and perspectives. The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects opinions. While working together, I ask all of you as members to:
1. Be open to the view of others.
2. Appreciate the opportunity that we have to learn from each other in this community.
3. Value each other's opinions and communicate in a respectful manner.

GETTING HELP

TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:
· helpdesk.ufl.edu
· (352) 392-HELP (4357)
· Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH AND WELLNESS

· U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu to refer or report a concern, and a team member will reach out to the student in distress.

· Counseling and Wellness Center: Visit counseling.ufl.edu or call 352-392-1575 for information on crisis services as well as non-crisis services.

· Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu.

· University Police Department: Visit police.ufl.edu or call 352-392-1111 (or 9-1-1 for emergencies).

· UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

ACADEMIC AND STUDENT SUPPORT

· Career Connections Center: 352-392-1601. Career assistance and counseling services career.ufl.edu.

· Library Support: Various ways to receive assistance for using the libraries or finding resources. cms.uflib.ufl.edu/ask

· Teaching Center: 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu

· Writing Studio: 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio

PRIVACY AND ACCESSIBILITY

Instructure (Canvas)

·   For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
  - [Instructure Privacy Policy](#)
  - [Instructure Accessibility](#)
- Microsoft
  - [Microsoft Privacy Policy](#)
  - [Microsoft Accessibility](#)
- Zoom
  - [Zoom Privacy Policy](#)
  - [Zoom Accessibility](#)

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results.