1. **Course Number:** ERMA 8200/8206  
**Course name:** Survey Research Methods  
**Credit Hours:** 3 Semester Credit Hours  
**Prerequisite:** None  
**Corequisite:** None

2. **Date Syllabus Prepared:** Revised January, 2008

3. **Texts:**
   - **Required Text:**  
   - **Selected Readings:**  
4. **Course Description:** Overview of survey research, sampling issues, selection and construction of survey instruments, scaling techniques, response effects, issues influencing response rate, reliability and validity of survey data, and analysis of data.

5. **Course Objectives:**
   Upon completion of this course, the student will be able to:
   - recognize and discuss the uses of survey research
   - describe the advantages and limitations of different types of measurement scales
   - recognize an apply the appropriate estimates of reliability and validity
   - prepare a cover or informational letter which adheres to the guidelines discussed in class
   - prepare and submit an IRB application
   - discuss the advantages and limitations of different sampling procedures
   - describe procedures used to increase response rate in survey research
   - recognize aspects of measurement instruments which may increase response effects and suggest ways to deal with these aspects
   - construct a measurement instrument in accordance with guidelines discussed in class and the research literature
   - conduct a pilot study using a measurement instrument developed in class
   - determine the appropriate data analysis procedure(s) (quantitative and qualitative) given a specific set of research questions
   - prepare a report detailing instrument development, pilot study, sampling and procedures used to implement the measurement instrument.
6. **Course Content and Schedule:**

<table>
<thead>
<tr>
<th>Week/Content</th>
<th>Readings</th>
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| **Week 1**  | Dillman, Chapter 1  
**Introduction to Survey Research**  
Babbie, Chapter 3  
Patton, Chapter 1 |
| **Week 2**  | Fowler, Chapter 5  
**Properties of Measurement Instruments**  
Validity, Reliability, Dimensionality  
Survey Kit, Volume 8 |
| **Week 3**  | Office of Human Subjects  
**Ethical/Legal Issues**  
Confidentiality, Informed Consent  
Institutional Review Board (IRB)  
[Fowler, Chapter 9](http://www.auburn.edu/research/vpr/ohs/)|
| **Weeks 4 and 5**  | Dillman, Chapters 2, 3, 11  
**Guidelines for Survey Instrument Construction**  
Mail Surveys, Telephone Surveys and Interviews  
Electronic and Internet Surveys, Mixed Mode Surveys  
Fowler, Chapter 5-7  
Patton, Chapters 2-7  
Survey Kit, Volumes 2-6 |
| **Week 6**  | Dillman, Chapters 4 and 5  
**Sampling Issues**  
Sampling procedures  
Daling with Nonrespondents  
Follow-Up Techniques  
Piloting and Implementing Surveys  
Fowler, Chapter 2  
Patton, Chapter 8  
Survey Kit, Volume 7 |
| **Week 7**  | Babbie, Chapter 9  
**Response Effects**  
Method of Administration  
Open vs. Closed Ended Questions  
Question Ordering  
Question Length and Wording  
Factors Influencing Response Rate  
Nonresponse Bias  
Fowler, Chapter 3 |
<table>
<thead>
<tr>
<th>Weeks 8 to 11</th>
<th>Types of Measurement Scales</th>
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<tbody>
<tr>
<td></td>
<td>Thurstone Scales</td>
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<td>Likert Scales</td>
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<td>Semantic Differential</td>
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<td>Rank Order</td>
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<td>Paired Comparisons</td>
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<td>Behavioral Rating Scales</td>
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<td>Class Notes</td>
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<td>Sample Survey Instruments</td>
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<td>Readings to be distributed in class.</td>
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<tr>
<th>Week 12-13</th>
<th>Data Analysis Issues</th>
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<tbody>
<tr>
<td></td>
<td>Babbie, Chapters 11-17</td>
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<tr>
<td></td>
<td>Fowler, Chapter 8</td>
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<td></td>
<td>Patton, Chapters 10-12</td>
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<td>Surkey Kit, Volume 9</td>
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<table>
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<tr>
<th>Weeks 14 and 15</th>
<th>Presentation of Survey Research Results</th>
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<tr>
<td></td>
<td>Patton, Chapter 9,13</td>
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<td></td>
<td>Survey Kit, Volume 10</td>
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7. **Course Requirements/Evaluation:**
   Attend all class sessions and participate in class discussions and activities
   Complete all announced and unannounced quizzes
   Complete all applied projects
   Construct a measurement instrument
   Prepare a project report proposing the use of your survey instrument

<table>
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<th>Percentage of Final Grade</th>
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<tr>
<td>Individual Project</td>
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<tr>
<td>Quizzes/Assignments</td>
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<tr>
<td>Applied Projects</td>
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<tr>
<td>Attendance and participation</td>
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Any assignment presented or turned in late will be penalized 5% for each day past the assignment deadline. Assignments more than 2 weeks overdue will not be accepted.

The following grading scale will be used:
90-100% = A, 80%-89.99% = B, 70%-79.99% = C, 60%-69.99% = D, Below 60% = F

**Individual Project (50%)** – (this project will also be assessed by a peer in the class)
Each person in the class will complete a project that includes the following:

1. Statement of purpose of the study
2. Research or evaluation questions
3. Sampling methods
4. Evidence supporting reliability and validity
5. Procedures and data analysis
6. Results from pilot test of instrumentation
7. Final measurement instrument
   (including a rationale for the types of questions/scales used)

These projects will also be presented to the class.

**Quizzes and Assignments (25%)**
Quizzes will address topics discussed in class and covered in assigned readings. In-class quizzes will be brief and closed-book. These are to be completed without the assistance on any resources. You will be asked to sign an honor pledge (see below) indicating that you did not consult any materials during the completion of each quiz. *These quizzes will be administered online and submitted electronically.*

Other, more-involved problems will be assigned and can be completed with the assistance of your class materials. Such assignments pertaining to various aspects of survey research will also
be implemented over the semester. For example, you will be required to select and critique existing instruments and survey research studies.

Honor Pledge – On my honor as a student, I have neither given nor received assistance on this assignment or examination.

**Applied projects (15%)**

We (as a class) may engage in various aspects of survey research over the course of the semester. We will work with clients in various phases of survey research. *You will submit these assignments electronically.*

**Class and Group Participation (10% of grade)**

In order to explore topics effectively, attendance and class participation are essential. The evaluation of class participation will be made as follows.

**Attendance.** You are expected to attend class and be on time (allowing for a standard error of 10 minutes). Should you not be able to attend class (and you have a valid excuse), you are responsible for making arrangements to complete that week’s responsibilities. Each unexcused absences or lateness will result in a deduction of 2 points from your final grade.

*Students enrolled in this distance course can access the class live or as an archive by following the directions provided on the course Blackboard site. Direct links to the live class and each archived session are found under the “Class Videos” folder.*

**Readings and Class Preparation.** You must complete the assigned readings prior to each class meeting. To prepare for each class, you are expected to prepare at least one written question or valid criticism/concern you have about the week’s readings. These questions/comments must be submitted to me by midnight of the day before class meets. *I will also accept these via email, FAX, or postal mail. Late submissions will not be accepted for credit.*
8. Class Policy Statements:

**Participation** - Students are expected to attend all class discussions and in all exercises. It is the student’s responsibility to contact the instructor if assignment deadlines are not met. Students are responsible for initiating arrangements for missed work.

**Attendance/Absences** – Attendance is required for each class meeting. If an exam is missed, a make-up exam will be given only for University-approved excuses as outlined in the Tiger Cub. Arrangement to take the make-up exam must be made in advance. Students who miss an exam because of illness need a doctor’s statement for verification of sickness and should clear the absence with the instructor the day they return to class. Other unavoidable absences from campus must be documented and cleared with the instructor in advance.

**Accommodations** - Students who need special 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 Program for Students with Disabilities at 1244 Haley Center, (334) 844-2096 (V/TT).

**Honesty Code** – The University Academic Honesty Code and the Tiger Cub Rules and Regulations pertaining to Cheating will apply to this class.

**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

**Food and Drink Policy** - The LRC has a no food and drink policy. There is an exception for bottled water, which should remain sealed when not being consumed. This policy is to ensure the room remains free from liquid stains and food crumbs that result in room repairs or the expense of spraying for roaches. With the room being a technology room, it falls under OIT policy and violators can lose campus computer privileges (e-mail & WebCT access) if not adhering to this policy. If accommodations are needed, please inform the LRC staff. Thank you for your cooperation.
Using Frontpage for online surveys

Here is the information about surveys using FrontPage. For students and faculty who want to use FrontPage for surveys, please do the following:

1. Send e-mail to frontpg@auburn.edu
2. In the subject line state: Request for subweb
3. In the message text area, provide the following:
   a) username
   b) student's name
   c) purpose of request — state that subweb is requested to support research for FOUNXXXX class assignments

They will receive an url that is https://fp.auburn.edu/username where username is their username.

9. Justification for Graduate Credit

Surveys are the most widely used method of gathering information. Surveys are used as tools in the research process by educators, university researchers, and individuals from private business and industry settings. The information gained from surveys is used to address action research problems, inform the professional community, influence policy, and support data-based decisions. Graduate students enrolled in this course build on the foundational knowledge they have acquired in research methods courses and learn to engage in the survey research process. Specifically, they examine sampling issues, select and construct survey instruments, implement procedures to reduce response effects and increase response rate in order to gather data which are valid and reliable and can be used to address research problems.
EXAMINATION PROCTOR VERIFICATION FORM

Dept. of Educational Foundations, Leadership and Technology
4036 Haley Center
Auburn, AL 36849
(334) 844-4460 (Phone)
(334) 844-3072 (FAX)

This course requires proctored exams. The exams will be taken under the supervision of a proctor. Those approved by this institution are:
1. City or County School Superintendents
2. Deans and Department Heads of Colleges
3. Principals of Accredited Schools
4. Independent Study Program Administrators at Other Colleges

Only persons in these positions may be approved to supervise an examination. The proctor must not work with you or be related to you in any way. If you wish to take the examination off-campus, obtain the consent of an approved proctor by having that person complete this form. This form must be signed by the proctor selected and returned to us. Send the form to us at least two weeks before the time you wish to take the examination. It is then your responsibility to contact the proctor and arrange to take the examination on the date and in the format indicated in class. Send a separate form for each exam.

I agree to personally supervise this examination for:

Student Name:_______________________ Course Number: ____________________
Course Title:____________________________________________________
Date of Exam:____________________ Time of Exam:___________________

Proctor Information:

Name of Official
Proctor: ______________________________  Position:______________________
School, College or University:_____________________________________________
Address:______________________________________________________________
City: ________________________________ State:__________   Zip:_____________
Phone:________________________ Fax:______________________________
E- Mail:___________________________________

___________________________________________ _____________________
Signature                     Date

THIS FORM SHOULD BE FAXED TO (334) 844-3072 AT LEAST TWO WEEKS PRIOR TO THE EXAM DATE.
PROCTORED EXAM VERIFICATION FORM

Student ___________________________________________________________

Proctor ___________________________________________________________

Course Number_________ Course Name_______________________________

To be completed by proctor:

I certify that ____________________(student) has completed the exam under my supervision according to the stated requirements.

________________________________                   __________________________
Signature of Proctor                                              Date and Time

To be completed by student:

I certify that I have completed this exam completely by myself without outside assistance.

________________________________                   __________________________
Signature of Student                                          Date and Time

THIS FORM SHOULD BE FAXED TO (334) 844-3072 IMMEDIATELY FOLLOWING THE EXAM. YOU MUST ALSO FAX A COPY OF A PICTURE ID FOR BOTH THE STUDENT AND THE PROCTOR.

Thank you for your assistance. If you have any questions, please contact:

David Shannon
Educational Foundations, Leadership, and Technology
4036 Haley Center
Auburn, AL 36849
(334) 844-4460 (Phone)
(334) 844-3072 (FAX)
shanndm@auburn.edu