

RSEM 7050 Summer 2018

University of Colorado Denver
RSEM 7050: Methods of Survey Research
Summer 2018
Online

PROFESSOR: Robert (Bud) Talbot, PhD

COURSE DATES: 6/4 through 7/28

OFFICE HOURS: By appointment

OFFICE: LSC 727

VOICE and SMS: 303-668-1322

Course Description:

[From Course Catalog] Covers the purposes and methods of survey research. Topics included are: goals and uses of survey research, data collection methods, questionnaire and interview protocol design, reliability and validity of data collection methods, sampling, ways to reduce error in data collection and sampling, data analysis techniques commonly used in survey research studies, interpreting and reporting results, and ethical issues. Students design and conduct a survey as part of the course requirements.

Teaching and learning in an online, compressed format can be challenging. Participating in this course is kind of like going for a long-ish *run*: in a relatively short amount of time, we'll cover a lot of distance. Carrying through with that metaphor, I have divided this course into 8 "miles" (one for each week). Some of those miles will be relatively easy, while others are steep uphill. Each mile will have an intro video describing the content and goals for that mile. At the end of each mile is a challenge (assignment) to help you practice what you've learned and to prepare you for the next mile.

Text:

Fowler, F. J. (2013). Survey Research Methods (5th Ed.). SAGE Publications.

Any supplemental readings will be made available on Canvas.

Required Technology:

The course will rely heavily on Canvas. In addition, we will communicate using Slack (<http://slack.com>) which is an advanced and flexible messaging system that works on multiple platforms (Windows, Mac, Android, iOS, etc). You will receive an email (at your UCD address) inviting you to join our Slack team at <https://rsem7050.slack.com>. Other than that initial email, THIS WILL BE AN EMAIL FREE COURSE. Expect to engage in discussions about assignments and readings, and to stay in touch frequently throughout the course using Slack. Virtual office hours will be held through Slack and you should communicate with me

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using Slack direct messages (DMs) instead of via email. Because this is a compressed time frame course in which we do not meet face to face, it is imperative that we build a community online so we can all stay engaged. Course assignments will be submitted through Canvas.

You will also need to have a computer on which you can install and run R and R Studio. Details on doing this will be shared in Canvas and Slack.

Course Goals:

Upon successful completion of this course, students will be able to:

- Describe and define a measurable construct of interest
- Develop a sampling plan
- Develop and implement a survey administration plan
- Design and test a set of survey items related to a construct of interest
- Conduct and interpret basic data analysis of survey responses, including item fit analyses
- Write a technical report which communicates survey development, administration, and data analysis.

Challenges (ie. assignments):

Participation, Engagement in Slack, and Weekly Challenges (10% of total grade). A chunk of learning for this course will happen in online discussions (in Slack) as we make connections between the readings, activities, and our experiences. In order to get the most out of our time together, every member is expected to engage in our Slack community throughout the week and be prepared with questions about the readings, videos, activities, and their applications. Careful reading and thoughtful contributions to discussions are expected. Each participant is responsible for responding to any Conversation Prompts and participating in the ongoing discussions of those prompts in each Mile. Read the discussion and pose questions to the respondents, pushing them to think more critically, to provoke new thoughts, or to extend the class's learning. Brief weekly "challenges" are a part of each mile and also contribute to this portion of your grade. **These weekly challenges should all relate to the Major Challenges.**

Each of the Major Challenges below should be thematically related to the construct that you want to measure. Each of the Weekly Challenges should also relate to that construct. In this way, it all relates to an overall "course project", which *should* relate to your dissertation or future work.

Major Challenges:

Survey Administration Plan (15% of total grade). You will develop an administration plan for your survey project. This plan will include a discussion of the target population and the sampling frame, respondent recruitment, question format and content, and mode/method of administration. You will write this plan as if it were a section of the methods chapter of your dissertation, and submit the document in Canvas.

Survey Draft (15% of total grade). You will develop a full draft of the survey you would like to administer. This draft should be developed with the mode in mind (e.g., online, paper and pencil, etc), and be presented in the format that the respondent will see. This document would be included as an appendix in your dissertation, and you will submit it in Canvas.

Data Analysis and Code (15% of total grade). You will share you survey scores in a .csv file along with some basic item and score analyses and R code. You will have a template (as an R markdown file) to use in conducting these analyses, and will submit your modified code and results. This product will be structured as parts of a technical appendix for your dissertation. You will submit these multiple files (.csv, .Rmd) in Canvas.

Final Technical Report(45% of total grade). Your final product for this course will be a full technical report for your survey. This report is a compilation of revised versions all of your challenges to date (weekly and major challenges), and a short narrative discussion about the validity of your survey. This product *could* be modified at a later date to be a manuscript draft, but it is not meant to be that type of product at this point.

Final Course Grading Scale:

94-100%	A
90-93%	A-
87-89%	B+
83-86%	B
80-82%	B-
70-79%	C
0-69%	F

In order to receive a course grade as indicated relative to the point distribution, all required activities and projects must be completed on time. No makeup or extra credit activities will be made available.

Wondering how much time you should be spending on this class?

This is a 3 credit hour course, therefore you should expect to spend "in class" ~ 3 hours/week for 15 weeks/sessions = 45 hours, plus for every hour "in class," you should spend about 1 hour outside of class reading, preparing, and working. Therefore, in the whole course, you should expect to spend at least 90

total hours. Divided into our 8 week compressed schedule yields approximately 11.25 hours per week *at a minimum* (not including time spent on assignments, etc). Of course, YMMV. The take home message is to budget your time accordingly.

You are expected to:

- Be respectful of people and their ideas.
- Be an active participant in class discussions and activities.
- Be responsible by participating in discussions, responding to messages, completing your work on time, and most of all (since you are doctoral student researchers)- being insightful about your comments, questions, and work.
- Ask questions!

Course Schedule:

MILE	TOPICS	TO-DO/CHALLENGES
1	<ul style="list-style-type: none"> ● Intro to the field ● Inference, error, and introduction to validity in survey methods 	<p>Read:</p> <ul style="list-style-type: none"> ● Fowler Chapters 1 and 2 ● Cizek intro to validity slides + notes ● Wilson Chapter 2 <p>Weekly Challenge:</p> <ul style="list-style-type: none"> ● Brief description of the construct you would like to make inferences about. Share in #weekly_challenges
2	<ul style="list-style-type: none"> ● Sampling and Response rate 	<p>Read:</p> <ul style="list-style-type: none"> ● Fowler Chapters 3 and 4 <p>Weekly Challenge:</p> <ul style="list-style-type: none"> ● Brief description of your sample frame. Share in #weekly_challenges
3	<ul style="list-style-type: none"> ● Methods of data collection 	<p>Read:</p> <ul style="list-style-type: none"> ● Fowler Chapters 5 and 11 <p>Major Challenge:</p> <ul style="list-style-type: none"> ● Survey Administration Plan. Submit in Canvas

4	<ul style="list-style-type: none"> • Designing and testing survey items 	<p>Read:</p> <ul style="list-style-type: none"> • Fowler Chapters 6 and 7 • Wilson Chapter 3 <p>Major Challenge:</p> <ul style="list-style-type: none"> • Survey Draft. Submit in Canvas
5	<ul style="list-style-type: none"> • Pilot testing and scoring 	<p>Read:</p> <ul style="list-style-type: none"> • Fowler Chapter 8 <p>Weekly Challenge:</p> <ul style="list-style-type: none"> • Final survey you will administer. Share link or copy in #weekly_challenges
6	<ul style="list-style-type: none"> • Data analysis 	<p>Read:</p> <ul style="list-style-type: none"> • Fowler Chapters 9 and 10 <p>Weekly Challenge:</p> <ul style="list-style-type: none"> • Chunk of working R code. Share in #weekly_challenges
7	<ul style="list-style-type: none"> • Reporting results 	<p>Read:</p> <ul style="list-style-type: none"> • Fowler Chapter 12 <p>Major Challenge:</p> <ul style="list-style-type: none"> • Data Analysis and Code. Submit in Canvas
8	<ul style="list-style-type: none"> • Validation arguments and reporting 	<p>Read:</p> <ul style="list-style-type: none"> • Fowler Chapter 13 <p>Major Challenge:</p> <ul style="list-style-type: none"> • Final Technical Report. Submit in Canvas

COURSE POLICIES

Late assignments:

In fairness to students who keep deadlines, in general, no late assignments will be accepted. However, only under extenuating circumstances and with prior consent of the instructor, assignments may be accepted with a deduction of 10% of the possible points each day late. More points may be subtracted if you do not get prior consent for the late assignment. I reserve the right not to accept an assignment from any student who abuses this policy.

Incomplete

Incomplete grades (I) are not given to replace low grades. To be eligible for an incomplete grade, students must (1) have successfully completed at least 75% of the course requirements, (2) have special circumstances (verification required) that preclude the student from participating in classes and/or completing graded assignments, and (3) make arrangements to complete missing assignments with the original instructor in a reasonable amount of time after the original course end date, ideally before the beginning of the next academic term. The student must initiate the incomplete process.

SEHD Incomplete Process

1. Students must be in close communication with the instructor PRIOR to the end of the semester regarding special circumstances precluding them from successfully completing the remainder of the course. Faculty may assign students an incomplete grade of "I" to signify that special circumstances beyond the student's control prevented the student from completing a small portion of the course (no more than 25%) and that a final grade cannot yet be assigned.
2. IT IS THE STUDENT'S RESPONSIBILITY TO COLLABORATE WITH THE INSTRUCTOR TO COMPLETE AN INCOMPLETE AGREEMENT FORM (<http://www.ucdenver.edu/academics/colleges/SchoolOfEducation/CurrentStudents/Pages/CurrentStudentResources.aspx>) prior to the end of the semester for which the incomplete is given. A copy of the form, signed by both the student and the instructor should be submitted to the SEHD Student Services Center (LSC 701). Both the student and instructor should also keep a copy. The instructor sets the conditions under which the course work can be completed and the time limit for completion. The student is expected to complete the requirements within the established deadline. If the missing assignments are not completed within the allotted time, the "I" converts to an F on the student's transcript. Students making up an incomplete should not re-register for the course.
3. Upon completion of the missing course work, a Change of Record Form is completed by the original instructor to change the "I" to a letter grade. Faculty should work with the

Faculty Services Center to complete the Change of Record Form.

Plagiarism Policy

As stated in the UCD Course Catalog -

Plagiarism is the use of another person's distinctive ideas or words without acknowledgment. The incorporation of another person's work into one's own requires appropriate identification and acknowledgment, regardless of the means of appropriation. The following are considered to be forms of plagiarism when the source is not noted:

- word-for-word copying of another person's ideas or words
- the mosaic (the interspersing of one's own words here and there while, in essence, copying another's work)
- the paraphrase (the rewriting of another's work, yet still using their fundamental idea or theory)
- fabrication (inventing or counterfeiting sources)
- submission of another's work as one's own
- neglecting quotation marks on material that is otherwise acknowledged Acknowledgement is not necessary when the material used is common knowledge.

More information on this can be found at

<http://catalog.ucdenver.edu/content.php?catoid=6&navoid=530&returnto=search>

If a student is found to have plagiarized, the student will fail the assignment and receive an overall grade of F for the course.

Accommodations/Access

The University of Colorado at Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students should contact the Disability Service Office. Any other person requiring accommodation in order to access services at UCD, either on or off campus, should request accommodation from the individual or office responsible for providing the program or service. This request should be made in a timely fashion to allow the individual or office adequate opportunity to provide reasonable accommodation.