

SURVEY DEVELOPMENT AND IMPLEMENTATION

Fall 2019

COURSE INFORMATION

APPL 654.185: Survey Development and Implementation
Credit Hours: 3
Date/Time: Mondays 5:30-8:00pm
Room: Academic Center #237

INSTRUCTOR INFORMATION

Professor: Anna Nastasi, PhD
Office: LC #408
Office Hours: Thursdays, by appointment
E-mail: anastasi@ubalt.edu[please put APPL 654 Stats in the subject line of your email.]
Phone: x6683

COURSE DESCRIPTION

How to plan, design and implement surveys to assess organizational characteristics. Emphasizes how to collect and analyze survey data and present findings to the organization.
Prerequisite: This course is open only to the following majors: Applied Psychology or Certificate in Professional Counseling Studies. Other majors may take this course with departmental permission only.

LEARNING OBJECTIVES

- Evaluate quality of survey and survey administration processes.
- Design survey questionnaires using current best survey cognitive practices.
 - Deploy and analyze data obtained from surveys.
 - Explain the concept of non-response bias, how to measure it, and methods for handling non-responses from a psychology and business perspective.
 - Identify sources of error in survey processes.

READINGS

All readings will be available on Sakai. There will be a mixture of textbook chapters and empirical articles. You are **not required** to buy anything. Please check the Sakai folder each week- the readings on the calendar may change as the semester progresses.

Information for recommended textbooks (if you would like to buy a copy):

Andres, L. (2012). *Designing & doing survey research*. London: SAGE Publications.
Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2009). *Survey methodology* (2nd ed., Vol. 561). Oxford: Wiley-Blackwell. ****an e-copy is available through the library for free.**
Sarvis, W. E., & Gallhofer, I. N. (2014). *Design, Evaluation, and Analysis of Questionnaires for Survey Research* (2nd ed.). Somerset: Wiley.

SYLLABUS, ASSIGNMENTS, LECTURE NOTES, GRADES

Log into Sakai website at: ubonline.ubalt.edu

Full syllabus, lecture notes, homework assignments, and grades will be posted on Sakai.

Please note- all assignments are due by the end of the day on the date listed in the attached calendar.

Group Project: you will be assigned to groups of 3-4 to work on a substantive project throughout the semester. This is a real project for a real company; a representative from the organization will visit the first class to explain more about the company and the importance of your role in evaluating their current survey efforts. There will be milestones to complete throughout the semester, a final write-up of your evaluation and suggestions, and a presentation of your findings/plan. All students on a team are expected to contribute equally; there will be peer evaluations at the end of the semester that will factor into your overall project grade.

EVALUATION OF STUDENT PROGRESS

In addition to the *reading assignments* from the text, there will be a series of *homework assignments* designed to complement material in the readings and in lecture. These assignments are designed to give you practice in applying concepts you learn in class.

Your *course grade* will be based on your performance on the criteria below. The final exam is cumulative.

<u>Exams and Assignments</u>	<u>Total Possible Score</u>	<u>Percentage of Grade</u>	<u>Date</u>
Midterm	100	10%	Due 10/20
Final Exam	100	15%	Due 12/8
Assignments (13, weekly)	130	25%	Weekly
Project	100	40%	Due 12/14
Presentation	100	10%	11/25

Final grades will be based on your Total score according to the following standards:

<u>Total Score</u>	<u>Final Grade</u>
93-100	A
90-92.9	A-
87-89.9	B+
83-86.9	B-
77-79.9	C+
73-76.9	C
Below 73	F

POLICIES

• Attendance

Although I do not record attendance, I expect it. Whether or not you attend, you are responsible for all materials covered in lecture, in-class handouts or exercises, in addition to assigned reading from the text and assignments.

• Student Resource Addendum

Please see the Student Success Resources attachment in the Syllabus section of Sakai.

• Academic Integrity

The University of Baltimore (UB) is a community comprised of students, faculty, administrators, and staff who share a commitment to learning. Exceptional academic honesty is essential to the university's mission of learning, scholarship, and integrity. We believe:

- Honesty is the foundation of personal integrity
- Honesty promotes substantive learning
- Honesty validates the recognition of scholarly achievement
- Honesty demonstrates respect for the work of others and enables effective cooperation

All members of our community share responsibility for actively fostering academic honesty, actively discouraging academic dishonesty, and engaging in ongoing discussion of activities that may violate the spirit of honesty.

The academic integrity policy provides information regarding behaviors that violate the academic standard at UB. These behaviors include, but are not limited to, plagiarism, cheating, falsification, and facilitation. Violations of the policy will likely result in charges which can lead to a failing grade on an assignment, a failing grade in the course, or even suspension from UB. All UB students are responsible for understanding their obligations under this policy.

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APPL 654.185: ASSIGNMENTS AND EXAMS

DATE	READINGS	TOPIC	ASSIGNMENT
8/26	None	Introduction: overview of the survey process Create groups, assign projects	Assignment #1, due by 9/8
9/2	***NO CLASS***	LABOR DAY	ALSO MY ANNIVERSARY <3 <3
9/9	Survey Methodology- Chapter 1 Articles: <i>Drauglis et al., 2008</i>	Inference and Errors in Surveys	Assignment #2 due by 9/15
9/16	Designing & Doing Survey Research- Chapter 2 Articles: <i>Boas et al., 2018; Samuels, 2013; Kral et al., 2010; Mathison, 1988</i>	Target Population, Recruitment of Participants	Assignment #3 due by 9/22
9/23	Design, Evaluation, and Analysis- Chapter 1 Articles: <i>Rhemtulla et al., 2019; Huang & Mead, 2014</i>	Measuring Stuff That's Hard to Measure	Assignment #4 due by 9/29
9/30	Survey Methodology- Chapter 7.3 Articles: <i>Gaskell et al., 2017; Mendes & Coheur, 2012; Chu et al., 2018</i>	Problems with Survey Questions	Assignment #5 due by 10/6
10/7	Survey Methodology- Chapter 7.4 Articles: <i>Simms et al., 2019; Burch et al., 2015; Dolnicar, 2013; Dueber et al., 2019</i>	How to Write Good Questions Questions Design	Assignment #6 due by 10/13
10/14	Design, Evaluation, and Analysis- Chapter 8 Articles: <i>Browne, 2007; Stapleton, 2013</i>	Methods of Data Collection Qualtrics Demo	Midterm due by 10/20
10/21	Survey Methodology- Chapter 6 Articles: <i>Groves, 2006</i>	Nonresponse in Sample Surveys	Assignment #7 due by 10/27

10/28	Design, Evaluation, and Analysis- Chapter 9 Articles: <i>Presser et al., 2004</i>	Evaluating Survey Questions	Assignment #8 due by 11/3
11/4	Articles: <i>Barabas & Jerit, 2010; Archarya et al., 2018</i>	Survey Experiments; Causal Inference	Assignment #9 due by 11/10
11/11	Designing & Doing Survey Research – Chapter 7 Articles: <i>Barends & de Vries, 2019; Kim & Hodgins, 2016; Cheung et al., 2017; Kees et al., 2017</i>	Handling Data: Storage, Quality, Accuracy	Assignment #10 due by 11/17
11/18	Readings TBD	Analysis and Presentation of Survey Data	Assignment #11 due by 11/24
11/25	***Final Presentations***	This is worth 10% of your grade.	Yes, we have class. Sorry.
12/2	***NO CLASS***	Final Exam	Online Final Exam due by 12/8
12/9	***No Meeting During Exam Week***	RELAX	CHILL FAM Final Project due by 12/14

*****Note:** Although it is not anticipated, changes may be made to any part of this syllabus or the class schedule at any time. Any such changes will be announced in class (and by e-mail), and you will be responsible for knowing what they are.