

# SURVEY RESEARCH METHODS

ANT4930

3 CREDIT HOURS

100% Web

FALL 2017

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**OFFICE HOURS:** Video conference, telephone, or in-person office hours can be scheduled by appointment via email

**COURSE WEBSITE:** <https://ufl.instructure.com/courses/338634>

**COURSE COMMUNICATIONS:** General questions about course materials, assignments, and due dates should be posted to the general discussion board. Additional questions regarding grades or personal information should be asked through email. Students can expect a response within 24 business hours.

**REQUIRED OR RECOMMENDED TEXTBOOKS:**

*Required:* Fowler, Floyd J. Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau, and Robert M. Groves. *Survey Methodology*. Hoboken: John Wiley & Sons, 2009.

**COURSE DESCRIPTION:** This course provides an introduction to population surveys typical in descriptive (surveillance) and analytic epidemiologic research. Survey sampling, survey planning and data collection, computer interviewing and data management techniques for research surveys are emphasized. The course includes generalized methods and didactic materials as well as case studies drawn from the experiences of the course instructor and other University researchers.

**COURSE GOALS AND/OR OBJECTIVES:** Students will be able to:

- Understand and choose among data collection methods for surveillance and research
- Apply survey methods to real-life examples
- Understand sampling for research and the applicability of various analytic techniques for sampling
- Prepare data reports from surveys
- Prepare data collection plans with scheduling and financial estimates
- Apply quality assurance procedures in survey research

## COURSE POLICIES:

**QUIZ/EXAM DATES/POLICIES:** Reading quizzes assigned each week will expire after 11:59 pm on Sunday. Late quizzes are not accepted.

**MAKE-UP POLICY:** Students are allowed to make up work as the result of illness, other unanticipated circumstances warranting a medical excuse, or extracurricular activities **pre-approved** by the instructor that result in the student missing a homework or project deadline. Documentation from a health care provider is required. Arrangements will be made to accommodate students who miss work due to religious holidays. Prior notice should be given. Work missed for any other reason will receive a grade of zero. Late work due to documented technical issues will be reviewed individually (for more information see "Getting Help" below).

**ONLINE COURSE EVALUATION:** 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 semesters, 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>.

## 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, [www.dso.ufl.edu/drc](http://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.

**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 Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of 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 in this class.

**NETIQUETTE:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Failure to respect these rules will result in failure of that assignment.

## GETTING HELP:

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues **MUST** 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 **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## GRADING POLICIES:

### **METHODS BY WHICH STUDENTS WILL BE EVALUATED AND THEIR GRADE DETERMINED:**

Students will be assigned various materials (podcasts, Ted Talks, articles, book chapters) each week and are expected to complete these. Quizzes as well as assignments and discussion posts will draw on weekly materials and lectures to test this comprehension.

#### **Assignments (5 total) = 15%**

Specific instructions for each assignment are available in each module. There are assignments due in the following modules: 2 (week 2), 3,5,6,11

#### **Quizzes (12 total) = 40%**

Quizzes are due in almost every module. These quizzes will test your comprehension on the assigned materials and lectures each week. Quizzes are timed, will close at 11:59pm on Sundays, it is your responsibility to complete these quizzes before they are locked. *Your lowest quiz grade will be dropped.*

#### **Midterm = 15%**

The midterm is due during the second week of module 7. Further instructions can be found in that module.

**Final=20%**

The final is composed of two parts, a short answer and a 5-8 page essay. Please review the assignment materials for the final well in advanced of the due date. These materials can be found in module 12.

**Class participation = 10% (based on 5 discussions)**

Discussions are graded on both original posts and peer responses. These discussions are considered your participation grade. Each discussion is worth a total of 14 points. There are discussions for the following modules: 4, 6 (week 1), 8, 9, 11.

Assignment	Due Date (11:59pm)	Points
Sampling and Margin of Error	9/10/17	10
Response Rates	9/17/17	10
Questionnaire Critique	10/1/17	30
IRB Training	10/15/17	20
Midterm	10/29/17	50
Skills Assessment and Practical Applications	12/3/17	15
Final Assignment	12/14/17	100

**GRADING SCALE:** Grading: The grading scale for this course consists of the standard scale below

- 90% - 100% = A
- 85% -89.9% = B+
- 80% -84.9% = B
- 75% -79.9% = C+
- 70% -74.9% = C
- 65% -69.9% = D+
- 60% - 64.9% = D
- Below 60% = E

**COURSE SCHEDULE:**

**CRITICAL DATES:**

*Midterm:* Due: 10/29/17

*Final:* Due: 12/14/17

Module	Date	Topic	Reading/Materials	Assignment
1	8/21/17	Introduction	Syllabus Singer (2016)**	Syllabus Quiz Quiz 1

			Zaller and Feldman (1992)**	
2	8/28/17	Sampling and Margin of Error	Groves Ch. 2 Fowler Ch. 2 **	Quiz 2
2*	9/4/17	Sampling and Margin of Error	Groves Ch. 4 Keeter et. al **	Quiz 2.1 Practical 2 Assignment
3	9/11/17	Response Rates and Disposition Coding	Curtin et al. (2009)** Kviz (1977)** Dillman et al. (2008)** AAPOR Standard Definitions. Final Dispositions of Case Codes and Outcome Rates for Surveys (pgs 5-13)**	Module 3 Assignment Quiz 3
4	9/18/17	Survey Modes	Groves Ch. 5 Ansolabehere and Schaffner (2014)** Chang and Krosnick (2010)**	Module 4 Discussion Quiz 4
5	9/25/17	Questionnaire Design, Question Wording and Incentives	Groves Chs. 7 & 8 Krosnick and Berent (1993) Ryu et al. (2005)**	Module 5 Assignment Quiz 5
6	10/2/17	Ethics and Industry Standards	Groves Ch. 11 AAPOR Code of Ethics, Disclosure Checklist **	Quiz 6 Module 6 Discussion
6*	10/9/17	Ethics and Industry Standards	AAPOR Code of Ethics: Best Practices, IRB**	Module 6 Assignment
7	10/16/17	Analyzing and Interpreting Survey Data	Groves Ch. 10	Quiz 7
7*	10/23/17	Analyzing and Interpreting Survey Data	-	**MIDTERM DUE**
8	10/30/17	Commonly Used Survey Sets	Caraceni et al. (1999)** Ware and Gandek (1998)** Weisberg, Krosnick, Bowen (1996)**	Quiz 8 Module 8 Discussion

9	11/6/17	International Surveys and Hard to Count Populations	Laska, Meisner, Siegel (1988)** UNAIDS/WHO (2003)** Newby et al. (1998)** Joel Selanikio Ted Talk (2013)**	Quiz 9 Module 9 Discussion
10	11/13/17	The Cost of Doing Surveys	Zwelling Ch. 6** Dillman Ch. 4 (pgs 44-51)**	Quiz 10
-	11/20/17	THANKSGIVING BREAK	-	-
11	11/27/17	Getting a Job With Survey Experience	UF Survey Research Center New Employee Handbook**	Module 11 Assignment Module 11 Discussion
12	12/4/17	Big Data and the Future of Surveys	McCormick et al.** Ansolabehere and Hersh (2012)**	**FINAL DUE 12/14/17**

\*Note that some modules span two weeks.

\*\*Additional articles/materials can be found in each module under “Instructional Materials”

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.