

## **IDE 742 / EDA 700: INTRODUCTION TO SURVEY RESEARCH**

Summer 2018

M-F 8:00 am - 12:00 pm; 5/14– 5/25

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### **OVERVIEW**

This course provides an introduction to the basic concepts and procedures for conducting survey research. Step-by-step guidelines in survey design, sampling, instrument construction, and data collection are presented. Data analysis, reporting, and ethical considerations are also covered. Using a hands-on, project approach, introductory skills are practiced to gain basic proficiency in self-administered and interview surveys.

### **RESOURCES**

Babbie, E. (1990). *Survey Research Methods*. 2nd ed., Belmont, CA: Wadsworth.  
ISBN 0-534-12672-3 (P). [B]

Fowler, F. J. Jr. (2014). *Survey Research Methods*. 5th ed., ASRM Series, Vol. 1.  
Los Angeles, CA: Sage. ISBN 978-1-4522-5900-0 (P). [F]

Smith, N. L. (2018). *IDE 742 Course Reader*. The Copy Center, 3fifteen,  
Marshall Square Mall, [CR]

### **READINGS**

The required texts and support materials for the course are identified above under RESOURCES; specific reading assignments and due dates are listed on the SCHEDULE. Students should be prepared to discuss all readings in class on the dates assigned.

## SCHEDULE

<u>Session</u>	<u>Topic</u>	<u>Readings Due</u>	<u>Assignments Due</u>
1 5/14	Introduction & Design Overview	B1-50 B51-64; F1-13, 61-74 CR	
2 5/15	Sampling	B65-117; F14-60	#1
3 5/16	Instrumentation	B118-173; F75-109	#2
4 5/17	Data Collection	B176-219; F110-126	Quiz I #3
5 5/18	Data Analysis	B237-326; F127-139	#4
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6 5/21	Reporting/Ethics	B327-351; F140-149 CR	Quiz II #5
7 5/22	Pretest/Pilot Test	B220-235; F99-109	#3, #6
8 5/23	Pretest and Instrument Revision		#3
9 5/24	Design Critique		#1 - #7
10 5/25	Final Project		Quiz III #1 - #7

## **ASSIGNMENTS**

There are 7 class assignments in this course that focus on the development of a design, procedures, and full set of materials for conducting a survey study. Revised versions of these 7 assignments will constitute your final survey project. You will receive feedback on your assignments, which will enable you to make revisions before the final submission. The typed assignments are due on the dates indicated on the course SCHEDULE. Because of the limited time available for project work in a summer course, the entire class will work on a single project to be selected by the Instructor. Grading is summarized below.

### **ASSIGNMENT 1 --- General Study Description**

Provide a brief (about 2 pages) description of your proposed study; include information on the following points ("Bxx" refers to relevant support pages in Babbie, 1990).

1. State the problem, reason, or motive for conducting this study, including what you intend the study to accomplish.
2. State the main query of the survey, i.e., the primary question of interest. (See, e.g., B62.)
3. Describe and explain the purpose of the survey as exploration, description, explanation, or combination. (Your study must contain at least one explanatory aspect; see B51-54.) Identify the dependent, independent, and controlling or intervening variables in your study.
4. Identify the survey design (See B56-63.):  
basic design - cross-sectional or longitudinal (trend study, cohort study, panel study)  
variations - parallel samples, contextual study, sociometric study, embedded study.
5. State the population(s) to be surveyed, and the unit(s) of analysis to be employed (See B53-56.).
6. Describe the method of data collection: self-administered or interview.

### **ASSIGNMENT 2 --- Sampling Procedures**

Provide a brief (about 2 pages) description of your proposed sampling design; include information on the following points.

1. Identify the general universe and population of interest.
2. Define the survey population.
3. Describe your sampling design (See B83-99.) (You must include at least one probability sampling design: a. simple random sample, b. systematic sample, c. stratified sample, d. multistage cluster sample, e. cluster sample with stratification, f. cluster sample with probability proportionate to size sampling, g. random-digit dialing.)
4. For each sample to be drawn, specify your sampling frame (See B80-83.) (Include a one-page illustrative copy of the sampling frame and a statement of its limitations as representative of the survey population, attempts to include omissions, delete duplicates, etc.).

5. For each sample to be drawn, specify your sampling procedures (simple random, systematic interval, stratification procedures, etc.), as well as sampling units, sample sizes, and all relevant variables, parameters, units of observation, and units of analysis.

#### ASSIGNMENT 3 --- Instrumentation

Provide a brief, 1 page, description of your instrumentation, attached to a complete (draft) set of all materials.

1. Indicate whether the survey is to be self-administered (mailed or delivered?), or interview (telephone or in person?).
2. For each self-administered survey, include a copy of the transmittal letter, the questionnaire, any post cards (indicate whether used as prior notice, response notice, or followup reminder), and all followup letters.
3. For each interview survey, include a copy of the introductory statement, the questionnaire (with interviewer instructions, transitions, and prompts indicated), and protocol statements for any followup calls or visits.

#### ASSIGNMENT 4 --- Data Collection Procedures

Provide a brief (about 2-3 pages) description of all data collection tasks. Indicate the sequence and timing of all relevant activities.

1. Describe how the instrumentation will be prepared for data collection (number of copies run, how reproduced and assembled, ID numbers assigned, etc.).
2. For each self-administered survey, indicate sampling details, mailing dates and logistics, postage, followup mailings, supervision, monitoring/logging of returns, etc.
3. For each interview survey, indicate sampling details, interviewer training procedures, interview dates, interviewing logistics (phone set up; transportation,...), interviewer supervision, monitoring/logging of returns, etc.

#### ASSIGNMENT 5 --- Data Analysis Procedures

Provide a brief (about 2-4 pages) description of planned data analysis activities.

1. Include details about data storage and retrieval, data coding procedures and rules, code checking procedures, data cleaning procedures (include a sample codebook page).
2. Include details about planned descriptive, inferential, and explanatory analyses (related to any precoding needed and type of data collected); attach sample summary tables, including planned statistics and software packages.

## ASSIGNMENT 6 --- Reporting and Ethics

Provide a brief (about 2 pages) statement:

1. Summarize planned reporting activities, including the timing, audiences, format, and content of all reports; include plans for a methodological report.

2. Summarize all procedures related to conduct of ethical inquiry, including all clearances, informed consent, and preservation of anonymity/confidentiality in study design, data collection/analysis/storage, and reporting.

## ASSIGNMENT 7 --- Pretest/Pilot Test

Conduct a pretest of study instrumentation. Prepare a brief (about 2-3 pages) summary of your pretest including (a) rationale, (b) activities, (c) parameter estimates, (d) sampling error estimates, and (e) a list of any major revisions needed in study design, sampling, instrumentation, data collection, data analysis, reporting, or ethics.

On the basis of the Pretest results, submit a plan (about 2 pages) for the field Pilot Test which should be conducted prior to the full implementation of your study.

## GRADES

### Formative Evaluation

Typed copies of each assignment should be brought to class for discussion on the dates indicated on the SCHEDULE. Bring one copy for each member of the class and one copy for the Instructor. You will receive formative feedback (non-graded) on the quality and progress of your work through peer review, and Instructor discussion of each assignment.

### Summative Evaluation

Your final course grade will be based 60 percent on the three Quizzes, and 40 percent on your contribution to the final project. Quiz I will cover survey design and sampling, specifically Babbie chapters 4, 5, and 6. Quiz II will cover instrumentation and data collection, specifically Babbie chapters 7, 9, 10, and 11, and Fowler chapters 5, 6, 7, and 8. Quiz III will cover data analysis, specifically Babbie chapters 14, 15, 16, and 17. Assignments will be judged individually on a 6 point scale (Unacceptable, Poor, Adequate, Good, Strong, Outstanding).

Your final grade will be computed as follows:

$$\begin{array}{rcl} \text{Quizzes} & 41+38+29 \text{ pts (max)} & \times 1 = 108 \text{ pts max} \\ \text{Final Project} & 0 -- 5 \text{ pts (max)} & \times 14.4 = \underline{72} \text{ pts max} \\ & & 180 \text{ total pts max} \end{array}$$

Class participation will be used to decide borderline cases in assigning letter grades.

## **ATTENDANCE POLICY**

Attendance is expected for all classes at Syracuse University; given the nature of this course, class attendance is mandatory. Should you need to miss a class for personal or professional reasons, please contact the Instructor in advance. Except in emergency situations, the student will be expected to complete any work due prior to the class absence. More than two unexcused absences will result in the loss of a full letter grade.

## **STUDENT WORKS POLICY**

Work produced by students will be used in class for educational purposes. Under the federal Family Educational Rights and Privacy Act, it is understood that registration and continued enrollment in this course constitutes permission by the student for such use. After this course is completed, any further use of student works will meet one of the following conditions: (1) the work will be rendered anonymous through the removal of all personal identification of the creator/originator(s); or (2) the creator/originator(s)' written permission will be secured.

## **RELIGIOUS OBSERVANCES**

SU's religious observances policy, found at [http://supolicies.syr.edu/emp\\_ben/religious\\_observance.htm](http://supolicies.syr.edu/emp_ben/religious_observance.htm), recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holy days according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes. For fall and spring semesters, an online notification process is available through MySlice/Student Services/Enrollment/My Religious Observances from the first day of class until the end of the second week of class. Please speak with the Instructor if you expect to miss class due to any religious observances.

## **ACADEMIC ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

Students who are in need of disability-related academic accommodations must register with the Office of Disability Services (ODS), 804 University Avenue, Room 309, 315-443-4498. Students with authorized disability-related accommodations should provide a current Accommodation Authorization Letter from ODS to the instructor and review those accommodations with the instructor. Accommodations, such as exam administration, are not provided retroactively; therefore, planning for accommodations as early as possible is necessary.

## **ACADEMIC INTEGRITY POLICY**

The Syracuse University Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the Policy and know that it is their responsibility to learn about instructor and general academic expectations

with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signatures on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort. For more information and the complete policy, see the [Academic Integrity Policy and Procedures \(PDF\)](#).

You are expected to cite sources, including personal communication or other professional sources, for any material used in the assignments for this course that you did not create on your own. Please see the Instructor if you have questions about how to do this properly.

### **IDD&E GRADING POLICY**

In order that all IDD&E faculty members express a common meaning of letter grades, and that students come to interpret all grades in the sense intended, the IDD&E faculty has agreed upon the following definitions. All letter grades given at the end of each semester will be given with these meanings. Copies of these definitions may be furnished to anyone, upon request, to explain grades recorded on transcripts or to accompany letters of recommendation.

<u>Letter Grade</u>	<u>Definition</u>
A	<u>Consistently exceptional performance</u> ; the highest level of honors work; beyond what is specified in both amount and quality.
B	<u>Fully satisfactory performance</u> ; the amount and quality of work done was completely acceptable; professional competence has been demonstrated.
C	<u>Minimum Performance</u> ; the amount and quality of work was less than expected; performance does not warrant a professional recommendation.
I	<u>Incomplete</u> ; the work performed was acceptable, but incomplete due to exceptional circumstances; this grade is to be given rarely, and the faculty member must have evidence to expect the incomplete work will be completed satisfactorily within a specified length of time not to exceed two semesters.
F	<u>Failure</u> ; unacceptable performance.