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EMR 6500 Survey Research
Course Syllabus

Hours of Credit: 3
Course Prerequisite: EMR 6450 or permission of instructor
Wednesday 6 - 9 PM
3309 Sangren Hall

Instructor
Brooks Applegate, Ph.D.
Department of Educational Leadership, Research & Technology
1408 Sangren Hall
V 269-387-3886
F 269-387-3696
brooks.applegate@wmich.edu

Technical Support
Western Michigan University Office of Information Technology
Helpdesk: http://www.wmich.edu/oit/helpdesk/
Phone (269) 387-HELP (387-4357)
Email: HELPDESK@WMICH.EDU

Required Text / Readings
Required Texts

Office Hours
My posted office hours will be Tuesday afternoon 2:30 – 4:00 pm. Please make an appointment for private conversation if you absolutely need to talk to me as there is no guarantee you will be able to speak with me during normal office hours.

Web Cam
Skype ID: brooks.applegate

Course Description
The principles and practices of survey research design and analysis are the focus of this course. Critical examination is made of the appropriate uses of survey research in response to educational issues. Students are expected to develop instrumentation used in survey research, to engage in the design of a survey research study in a field setting, and to critique survey studies and findings.

Instructional Objectives
In general, the major objectives of this course, taught from a traditional lecture format augmented with computer examples, seminar discussion, and small group consultation, are designed to
introduce students to the skills and resources needed to design, conduct/sample, analyze, interpret, and report research utilizing surveys. The skills include identifying and developing specific survey objectives; designing survey studies, sampling respondents, developing reliable and valid self-administered questionnaires and interview protocols, administering surveys, and analyzing and reporting results. Specifically, students will learn via class presentations, simulations, and practical experience:

1. How to design surveys
2. How to develop and ask survey questions
3. How to sample in surveys
4. How to measure survey reliability and validity
5. How to conduct self-administered and mail surveys
6. How to conduct interviews by telephone and in person
7. How to analyze survey data
8. How to report on surveys

This course is designed to capitalize on previously acquired skills and experiences. Class presentations and coursework expectations have been developed with an assumption that:

1. Students have previous skills and knowledge in the use of personal computers, the University Libraries’ online catalog and related reference databases.
2. Students can use several software applications for all course assignments (e.g., Word, Excel, and PowerPoint, SPSS or SAS).
3. Students have skills and knowledge in the use of e-mail and the WWW;
4. Students have skills and knowledge of statistical concepts and procedures learned in the prerequisite class EMR6400 and EMR6450.

I do not expect students to be expert in any of these skills. Each of the above listed skills will be reviewed and practiced. If any student has a concern about his/her personal skill level, please talk with me early in the semester.

Need for Accommodations
Any student with a documented disability (e.g., physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the professor and the appropriate Disability Services office at the beginning of the semester. The two disability service offices on campus are: Disabled Student Resources and Services 269-387-2116 and the Office of Services for Students with Learning Disabilities 269-387-4411.

Diversity Statement
The Department of Educational Leadership, Research and Technology, EMR program maintains a strong and sustained commitment to the diverse and unique nature of all learners and high expectations for each student.

Professional Concerns
You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate and Graduate Catalogs that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. [The policies can be found at http://catalog.wmich.edu under Academic Policies, Student Rights and Responsibilities.] If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the
opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.

In addition, you may review University policies related to Code of Honor and general academic policies on such issues as diversity, religious observance, student disabilities, etc. at http://osc.wmich.edu and http://www.wmich.edu/registrar.

Plagiarism and Academic Honesty

Students who take this class must be prepared to submit electronic copies of some or all assignments. The University expects that all students will be evaluated and graded on their own work. If you use language, data, or ideas from other sources, published or unpublished, you must take care to acknowledge and properly cite those sources. Failure to do so may constitute plagiarism or other violation of University academic honesty policies (refer to the Undergraduate or Graduate catalogs for details).

To detect and deter plagiarism, encourage responsible student behavior, improve student learning, and ensure greater accountability, assignments for this class may be submitted for textual similarity review to Turnitin.com and/or other resource. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com website.

Papers that are submitted to Turnitin.com become part of the Turnitin.com database (student identities are protected) solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com site. Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

If you wish to request that your paper(s) not be included in the Turnitin.com reference database, I need to receive your request in writing prior to submission of any course assignments; the paper(s) can then be processed and reviewed accordingly.

The results of a Turnitin.com originality report or other resources may be used as evidence to charge you with plagiarism or other offense. If that is the case, you will be given the opportunity to respond per the regular institutional process and procedures that govern student academic conduct (http://osc.wmich.edu/academicintegrity/).

Course Components

In order to benefit most from your study of this course material, you are expected to: read the course text, related documents, and journal articles, complete assignments related to course topics, and document mastery of course content via examination. Timely completion and the quality of your work will contribute to your overall course grade. In fairness to all, a penalty will be imposed for any work submitted late. Generally speaking the penalty will be equivalent to one letter grade or more. Extenuating circumstances will be considered with proper documentation. Professionalism in
all course-related endeavors and active class participation is expected. All work will be evaluated based on accuracy, adherence to guidelines, due dates, thoroughness, and evidence of effort. Be sure to check, proof, and edit all work before it is submitted.

**Attendance and Participation**
Be prepared to discuss problems and readings as a class or in cooperative groups. If you have questions, you may ask them in class, or via email, as it is your responsibility to gain clarification and there may be supplementary reading for this class. If you have to be absent, please make arrangements to get materials/notes from a classmate or instructor. Regardless of the reason, you can not receive credit for participation if you are not present to participate.

Regular and punctual class attendance is expected of all students. A student will be assigned a failing grade for excessive absences. Excessive absences mean failure to attend 80% of scheduled class meetings. One absence will be accepted without affecting your participation grade unless prior notification and approval from the instructor is obtained.

**Grading**
Professionalism in all course-related endeavors and active class participation is expected. All work will be evaluated based on accuracy, adherence to guidelines and due dates, thoroughness, evidence of effort, evidence of professionalism, evidence of data integration, coherence, and appearance. Be sure to check, proof, and edit all work submitted. Timely completion and the quality of your work will contribute to your overall course grade. In fairness to all, a penalty will be imposed for any work submitted late. Generally speaking the penalty will be equivalent to one letter grade or more. Extenuating circumstances will be considered with proper documentation.

Course grades are based on total points earned plus any extra credit points. Your point total %, is determined by dividing your total point total including extra credit points into the highest total number of points earned, excluding extra credit points and multiplying by 100. So if you have earned 225 points and 20 EC points your total points = 255. If the highest point total excluding EC is 280 points your % is (255/280)*100 or 91%.

| Attendance and participation | 10% | (20 pts) |
| Projects                    | 90% | (180 pts) |

**Course Grades Based on Total Points Earned**
- 100 - 95 %: A
- 94 - 90 %: BA
- 89 - 85 %: B
- 80 - 84 %: CB
- 79 - 75 %: C
- Below 75 %: E

**Suggested Weekly Readings**
Described below are lecture topics and associated web-based instructional aids available on Dr. Applegate’s web site. The dates provided offer a general timeline for your reading. It is expected you will complete the assigned readings prior to the class in which it is discussed.

Note: D = Dillman, Smyth & Christian; S = Schaffer, Mendenhall & Ott
Homework Policy

All assignments are to be written according to the 6th edition of the APA publications manual. It is your responsibility to become familiar with this writing style and the rules related to tables, figures and reporting statistical findings. Programs and output can be attached but will not contribute to your score. Homework is to be turned in the day of class it is due or by email attachment by the start of class (6:00 PM). Email attachments must be readable by Microsoft Word. If you are unable to meet this requirement, please inform the instructor immediately. The MS Word attachment requirement allows for easy handling from the course instructor back to the students (with feedback included within the attached document).

Homework will be accepted up to 1 class meeting past the due date and can only receive a maximum of 50% of the available points for that assignment unless prior arrangements are made with the instructor.

Save the completed MS Word file: (note the location of where you have saved the file!). All attachments need to be saved so that the instructor knows (by the filename) who is dropping the assignment,
assessment or project. For example, for assignment 1 the document name may be something like: YourName EMR6500hmk1.doc. Please do not e-mail the instructor to check on the status of ungraded homework, assessments, or projects. If you need verification that I received your email, simply ‘CC’ yourself in the original email, if you get it then so did I.

Homework Descriptions

Use and Breadth of Survey Use (20 pts)
Assigned 1/13/10
Due 1/27/10
Select a topic area (problem area) of interest to you (e.g., performance enhancing drug usage in high school athletics) that has been actively studied via survey methods and obtain the following: A tier I journal article reporting results of a survey, a news magazine (e.g., Newsweek, Time) covering the same problem presenting in part findings from surveys, and a daily newspaper report on the same topic utilizing a survey as part of the article. Your three sources should not report on the same sample or be part of the same line on inquiry; in fact this would lessen the overall value of the assignment. But, all three sources must deal with the same problem. They can span several years if necessary, but minimizing this would be better.

Write up a summary of each source’s use of survey methods together with your understanding of the impact of the survey results relative to the problem, knowledge generation, policy implications and generalizability. I expect this should be completed in less than 5 pages, don’t forget your references.

Survey Prospective (20 pts)
Assigned
Due
In this assignment you will develop a prospectus for survey. You will need to develop a purpose/intent for the proposed survey and provide sufficient background of the general problem/need justifying the survey. Include what you believe to be your best description of the target population for the intended survey

Item Development (60 pts)
Assigned
Due
For the survey prospectus previously developed construct a survey of 15 items (demographic questions not counted) that measure the constructs of the survey from each of the following respondent perspectives
   Behavioral
   Attitude
   Opinion
   Belief
Each 15-item set will be scored on a 20 pt base. In your description of each “survey” discuss and justify your choice of response type/scale, item coverage, and item sampling.

Mixed Mode Survey (20 pts)
Assigned
Due
Given one of the surveys from the previous assignment, design a mixed mode administration for the survey. Discuss all aspects of administration, scoring, testing
SRSampling (20 pts)
Assigned
Due

StratRSampling (20 pts)
Assigned
Due

Single Stage Cluster Sampling (20 pts)
Assigned
Due
Selected Bibliography


