

Survey Research EMR 6500

Course Syllabus

Fall Term 2017 (September 6 to December 15, 2017)
The course meets on Wednesdays from 6:00 p.m. to 8:45 p.m.
The course will meet in room 4110 Sangren

Instructor

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Technical Support

Western Michigan University Office of Instructional Technology:
Helpdesk; <http://www.wmich.edu/oit/helpdesk/index.html>
Hours: 8am-10pm (Monday-Friday, EST) Phone (269) 387-HELP (387-4357)
Email: HELPDESK@WMICH.EDU

Office Hours

I am very flexible to meet by appointment. You can usually find me in my office from Tuesdays to Thursdays. Otherwise you are welcome to call or text my cell. If you wish to schedule a private conversation by phone, skype, or live chat, you can do this by e-mail or phone. If you think your question(s) have a wider appeal, please use the course discussion board so that all students can benefit from the exchange.

Required Text:

Dillman, D.A., Smyth, J.D., & Christian, L.M (2014). *Internet, phone, mail and mixed-mode surveys: The tailored design method* (4th ed.). Hoboken, NJ: Wiley.

Optional Text:

Schuman, H. (2008). *Method and meaning in polls and surveys*. Cambridge, MA: Harvard University Press.

Other reading materials may be provided or suggested during the course. In addition to these texts, each participant is expected to have access to a computer. It is recommended, but not required, that one have access to a computer with Skype capability. To fully utilize Skype, AdobeConnect or GoToMeeting, it is necessary to have a headset, microphone, and a digital webcam.

SurveyMonkey

Many of the practical exercises in this course will be completed using an online software package. All students are expected to create a free *Basic* account for SurveyMonkey (www.surveymonkey.com).

Qualtrics

Use this link to learn about qualtrics survey software at WMU. The information will also explain how to access the software using your bronco ID.

http://scholarworks.wmich.edu/cgi/viewcontent.cgi?article=1008&context=research_events

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

Participants will demonstrate knowledge of the following:

The major objectives of this course 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, group activities, 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 conduct self-administered and mail surveys
5. How to conduct interviews by telephone and in person
6. How to analyze survey data
7. How to report on surveys

This course is designed to capitalize on previously acquired skills and experiences. Class presentations and course work 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 course assignments (e.g., Word, Excel, and PowerPoint, SPSS and/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 classes EMR5400 and EMR6450.

Course participants are not expected to be “experts” in any of these skills. However, they should have fundamental knowledge and/or experience relative to each of the above stated skills. If any participant has a concern about his/her personal skill level, please talk with the instructor.

Modes of Instruction

Weekly class sessions with lecture, discussion, and small group activities, weekly reading assignments, asynchronous discussion, and individual & group assignments.

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 and the Evaluation, Measurement & Research graduate program maintain a strong and sustained commitment to the diverse and unique nature of all learners and high expectations for each student.

Professional Concerns and Academic Honesty

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>.

WMU Plagiarism and Academic Honesty Syllabus Statement

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.

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 Expectations

In order to receive the greatest benefit from your participation in this course, you are expected to attend all course sessions, read the course text and related documents, complete all assignments, and to actively engage in the online discussion board. Documentation of your mastery of the course content is demonstrated through participation in the class, group and individual assignments and your performance on the final examination.

Grading

Professionalism in all course-related endeavors and active online 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.

Course Participation

Participants are expected to be actively engaged in the class. Participation will be evaluated based on (i) attendance, (ii) level and quality of engagement in class activities and on-line discussions, (iii) role in leading classroom discussions, and (iv) performance in group activities and submission of group assignments. Total of 30 points (15 points assigned after mid-term, and 15 points for participation assigned at end of course).

Course Assignments

There will be a total of between 6 and 8 course assignments that will involve creating surveys or writing 1-2 page essays. The course assignments will be worth a total of total of 40 points. More details regarding each one of these assignments will be made available during the course.

All course assignments are to be sent to the elearning drop-box for submission. You must submit your assignments by 11:30 p.m. of the due day. In most cases, the assignments will be due on Sunday or Monday evenings. All course assignments write-ups (when appropriate) are to be prepared in APA style. Two exceptions to the APA format are (i) you are required to use single space rather than double space text for all assignments, and (ii) do not create a separate cover page for assignments.

Examinations

There will be a mid-term exam on October 18 worth a total of 8 points. The final exam will be worth a total of 22 points. You will have 2 hours and 45 minutes to complete the exam which will be comprised of knowledge related items as well as applied/practical questions. The final exam is scheduled for December 13, 2017 from 6-8:45 p.m.

<i>Grading Scale</i>	100 - 92.5 points	A
	92.4 - 87.5 points	BA
	87.4 - 82.5 points	B
	82.4 - 77.5 points	CB
	77.4 - 72 points	C
	Below 72 points	E

Incompletes will only be considered in the most dire of circumstances.

Late & Careless Work

Timely completion and the quality of your work will contribute to your overall course grade. In fairness to all, a penalty equivalent to a 10% deduction in points will be imposed for late course assignments. Re-writes requested by the instructor will also be subject to a deduction. Extenuating circumstances will be considered with proper documentation.

If you require help with your writing, please contact the WMU Writing Center [1343 Ellsworth Hall. tel. 387-4615; e-mail: <writing-center@wmich.edu>]. The Writing Center provides short courses and individualized support which can help strengthen your writing. This is an important and valuable service that is paid for with your tuition dollars. Please plan to use the Writing Center.

Submission of Assignments and eLearning Drop-Box

Unless otherwise noted, participants are required to submit assignments to the digital drop-box in Microsoft Word or WordPerfect file format. If you are unable to meet this requirement, please inform the instructor immediately. The Word or WordPerfect attachment requirement allows for easy handling from the course instructor back to the students (with feedback included in the attached file).

The file names should identify the course assignment numbers as well as your first and last name; use the following file naming example as a guide: hw1_Gary_Miron.doc. **No spaces can be used in the file name.** Please get this correct!!

The following information **MUST** be included at the top of all assignments dropped into the Digital Drop Box:

	<u>Example</u>
1. <i>Your first and last name</i>	Gary Miron
2. <i>EMR6500</i>	EMR6500
3. <i>Course Assignment</i>	HW5: Mixed Mode Survey
4. <i>Date</i>	October 10, 2017