

Survey Research Methods in Education, BER 603
Gadsden, Fall, 2007

Department of Educational Studies in Psychology, Research Methodology, and Counseling
Program: Educational Research

Credit Hours: 3

Instructor: Dr. Ann Godfrey

Office Hours: Wednesday 4:00 - 4:45; Thursday 4:00 - 4:45

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CATALOG COURSE DESCRIPTION

Comprehensive introduction to using survey instruments for research purposes. Survey development, construction, validation scaling, sampling, and research methods as they apply to matching the survey to research questions.

CONCEPTUAL FRAMEWORK

Experiences in academic programs are devoted to developing individuals' understanding of *knowledge construction, learning, pedagogy, and responsible professional practice in the contexts of education*. The University of Alabama's College of Education seeks to prepare professionals who value and demonstrate *reflective practice and ethical decision making through respecting diversity, honoring difference, and promoting social justice*.

KNOWLEDGE BASE

BER 603 will address knowledge construction, responsible professional practice, reflective practice, and ethical decision making. All surveys written in the course will respect the diversity of respondents. Students will be required to use ethical practices in the collection of data from the surveys.

COURSE OBJECTIVES

This course is designed to:

1. prepare students to design, administer, analyze, and report results of printed surveys.
2. acquaint students with statistical methods which may assist in the design and analysis of survey data.
3. acquaint students with a pc computer program (SPSS[®]) which will assist in the design and analysis of survey data.
4. enable students to be critical consumers of survey research.

COURSE METHODS

Class instruction will involve lecture and the use of an overhead and PowerPoint presentations. Students will have hands on work in the computer lab on SPSS[®]. There will be supervised class work in the construction of a survey.

ATTENDANCE AND MAKE-UP POLICY

Students will be expected to attend all scheduled sessions of the course. When you register for a class you are taking the responsibility of all class requirements. It is the student's responsibility to maintain his or her standing the course. Anyone who misses 2 or more classes (whatever the reason, including job responsibilities) will receive a letter grade deduction (10 points) for the final grade. Each additional absence over 2 will be a 5 point grade deduction. Not all material discussed in class is in the textbook. If you are absent, get the notes from another student in the class. Also, there will be instruction using SPSS® in the computer lab during class time. I DO NOT conduct makeup lab instruction. If you miss the first lab session, I will not give individualized instruction during the second lab session. That is unfair to the other students in the class. You are responsible for getting the missed information from another student in the class. **ASSIGNMENTS ARE TO BE TURNED IN ON TIME !!!!!** Being absent from class is not an acceptable excuse. You have a schedule of all due dates. If you plan to be absent, you can turn in the assignment early, have someone in class turn it in, or email it or fax it **BEFORE CLASS. IF YOU E-MAIL OR FAX AN ASSIGNMENT (MUST BE DONE BEFORE CLASS) I WILL ACKNOWLEDGE RECEIPT OF THE ASSIGNMENT. IF YOU DO NOT HEAR BACK FROM ME, THEN I DID NOT RECEIVE THE ASSIGNMENT. PLEASE RESEND IT IMMEDIATELY. MAKE SURE THAT YOU HAVE THE CORRECT E-MAIL ADDRESS OR FAX NUMBER. IF I HAVE NOT RECEIVED IT BEFORE CLASS IT IS CONSIDERED LATE AND WILL NOT BE ACCEPTED. PLEASE E-MAIL ME IF YOU ARE FAXING ANYTHING. THE E-MAIL SHOULD BE SENT PRIOR TO THE FAX SO I WILL BE LOOKING FOR IT. REMEMBER, ASSIGNMENTS WILL NOT BE TAKEN LATE!!!** If assignments are not turned in on time you will receive a "zero" for the assignment. Since assignments are assigned at least two classes prior to the due date, you have ample time to complete the assignment by the due date. Please do not ask for special consideration. **WARNING: COMPUTER CRASHES AND VIRUSES ARE NOT EXCUSES FOR FAILURE TO TURN IN ASSIGNMENTS. MAKE BACK-UP COPIES. THERE ARE ALSO COMPUTER LABS AVAILABLE AT THE GADSDEN CENTER FOR YOUR USE.**

Remember: Yes, the lectures are optional. Graduation is also optional. Anon

Also, poor planning on your part does not constitute an emergency on my part.

CELL PHONES

Please turn off cell phones and pagers during class. If you are expecting an important call, set the phone to vibrate and sit near the door so you can leave the classroom to answer your call. Please do not answer nor talk on the cell phone in the classroom while class is in progress. Of course to do so before and/or after class is ok.

UNIVERSITY POLICIES

Academic Misconduct: Academic misconduct by students includes all acts of dishonesty in any academically related matter and any knowing or intentional help or attempt to help, or conspiracy

to help, another student commit an act of academic dishonesty. The Academic Misconduct Disciplinary Policy will be followed in the event of academic misconduct. Please refer to <http://registrar.ua.edu/policies/> for the revised *Codes of Conduct*.

Plagiarism is the act of representing the words, data, works, ideas, computer program or output, or anything not generated by the student, as one's own. Plagiarism may be inadvertent or purposeful; however, plagiarism is not a question of intent. All suspected incidences of plagiarism must be reported by the course instructor to the Assistant Dean of the College of Education. Plagiarism is considered a serious act of academic misconduct and may result in a student receiving an F in the course and suspension from The University. For more information, see <http://facultysenate.ua.edu/handbook/append-c.html>

Statement of Equal Treatment and Disabilities: The instructor and students in this course will act with integrity and strive to engage in equitable verbal and non-verbal behavior with respect to differences arising from age, gender, race, physical ability, and religious preferences.

Reasonable Accommodations: To request disability accommodations, please contact the Office of Disability Services at 205-348-7966. It is located at 133 B Martha Parham Drive. After initial arrangements are made with that office, please contact me for any course accommodations that may be necessary. It will be necessary to provide me with written notification from the Office of Disability Services. You are not protected under applicable disability laws until I am given the official letter **AND** we talk about the accommodations that are being requested (this talk will not occur minutes before class starts or during break). Please note that accommodations are not retroactive. Also, you are still expected to meet the requirements of the course. Students in need of reasonable accommodations relative to class attendance or arrival, course requirements, or related aspects of performance are to initiate such requests with the instructor prior to their anticipated need. Such requests will be accommodated within constraints of fairness and timeliness with regard for all other students enrolled for the course. Extra time for assignments does not apply in this class in that you are given at least two weeks to complete the assignments. For the final project, you should be working on it during the whole semester.

TEXTS

Fink, A. (2006). *How to conduct surveys: A step-by-step guide* (3rd ed.). Thousand Oaks, CA: Sage.

Green, S. B., & Salkind, N. J. (2008). *Using SPSS® for Windows and Macintosh: Analyzing and understanding data* (5th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-1890255

Patten, M. L. (2001). *Questionnaire research: A practical guide* (2nd ed.). Los Angeles: Pyrczak.

ASSIGNMENTS:

WARNING!!!! WHEN YOU TURN IN AN ASSIGNMENT MAKE SURE THAT

YOU TURN IN EVERYTHING. FAILURE TO TURN IN ALL OF AN ASSIGNMENT WILL RESULT IN YOU MISSING THE POINTS DELEGATED FOR THAT PART. I WILL NOT ACCEPT MISSING PARTS AT A LATER DATE.

GRADING

Survey Project*	225 points
Article Critique	50 points
Class Survey	125 points
IRB	50 points
IRB Certification	25 points
Survey	<u>25 points</u>
Total	500 points

All performance evaluations must be of acceptable professional quality. As this is a professional class, grading will reflect the level of professionalism evident in assignments and class participation. I will count off for grammar and spelling even if it is not stated as part of the assignment. APA style, *Publication Manual of the American Psychological Association* (5th ed.), will be followed.

***NOTE: You must have approval from the IRB Compliance Officer before doing your survey project. Exceptions will be discussed in class. A copy of the approval is to be placed in the appendix of your final project.**

Survey Project: The students will be required to construct a survey, administer the survey to a sample of at least 50 people, analyze the survey data, and report the results in a written format. All requirements are specified in the survey project rubric. The survey is an attitude/opinion type of survey. The survey is to be constructed by you. You are not to use a survey that you have constructed with anyone else or an existing survey that was not constructed by you.

Article Critique: The students will be required to critique a survey research article from a refereed journal. The requirements for the critique are specified in the article critique rubric.

Class Survey: The students will be required to construct a survey in a supervised class work assignment. The resulting survey will be administered to 10 people. The student will enter the data from the 10 surveys into either an Excel spreadsheet or into SPSS®. Instruction will be given in class on how to do this. The data set will then be e-mailed to the instructor by 5:00 on the due date. The data will be analyzed during class. The results will be written as per the requirements specified in the rubric for the class survey.

IRB Certification: You will have to take an Internet quiz on IRB submission before submitting your IRB to the compliance officer. This will be discussed in class.

IRB/Survey: You will be required to fill out an IRB for a grade. Also, you must apply to the IRB on campus for permission to do your research. Instructions will be given in class.

You must turn in a copy of your survey with the IRB.

WebCT

Handouts for the class can be found on WebCT. These handouts can be either Word documents, PDF files, and/or PowerPoint presentations. You are expected to download the appropriate handouts prior to each class. **PLEASE DO NOT COME TO CLASS WITHOUT THE APPROPRIATE MATERIAL.** I do not bring extra copies to class. You will also find a copy of the syllabus on WebCT. If your WebCT is not working properly, it is your responsibility to find out why and get the problem corrected. Failure to get on WebCT is not an excuse for failure to turn in an assignment on time. There will be no extensions. You can ask someone in class to make extra copies of the material for you if you are having problems with WebCT. **DO NOT** ask me to make copies.

E-mail

I will use Bamamail for communication purposes. I suggest if you have your e-mail forwarded from Bamamail that you change it back to Bamamail as there are sometimes as much as a 2 week delay in receiving forwarded messages. This causes a problem when I send an e-mail before class giving important information for that day's class. Also, I occasionally send revised assignments or other important information through e-mail. Please check your e-mail, daily. It is also recommended to check e-mail just before class. Failure to check e-mail is not a valid excuse for missed messages. It is your responsibility to make sure that the accounts are working properly. **I will not resend e-mails.** Please do not use WebCT to e-mail me. When e-mailing me please identify which class you are in. The way to do this is in the subject line put "BER603." Also, please put your name (first and last) at the end of the message. Please do not e-mail me for grades. I return the graded assignments and test the next class meeting. Please wait until then for your grade. If you miss class, ask at the next class meeting in attendance. Also, if you miss class, please do not send me e-mails asking for the information that was discussed in the missed class. That information should be in the notes that you get from another student. I reiterate, **ATTENDANCE IS IMPORTANT.**

ALL GRADED ASSIGNMENTS

Since assignments are to be graded, students are expected to work on the assignments **INDEPENDENTLY.** Questions concerning the assignment should be directed to the instructor. I reserve the right to give a zero for the assignment or refer the student to the Assistant Dean of the College of Education if I suspect dishonesty. **I DO NOT PREGRADE ASSIGNMENTS.** If you send me an assignment by e-mail or give me an assignment to look over before it is due, I will grade the assignment accordingly. It is not fair to the other students in the class to ask me to pregrade. Please ask questions concerning your assignments in class so that other students can benefit as well.

SEMESTER GRADE

The semester grade is final. There will be no changes except for cases of error in recording the grade and/or a mistake in grading on my part. If you fail to answer questions on the tests or on the assignments or do not turn in part of an assignment you will not be given a chance to redo. Please do not ask to redo an assignment or ask for extra credit assignments in order to elevate a grade. This is not fair to the other students in the class. Also, do not

decide to turn in an assignment that you previously did not turn in after the due date.
FINAL GRADE MEANS FINAL GRADE.

NOTE: Class schedule is subject to change. The chapter numbers refer to the Fink book.

CLASS SCHEDULE

Dates		Chapters
Aug 30	Introduction; Conducting Surveys; Ethics	1
Sept 6	The Survey Form; Putting the Survey Together; Filling out IRB;	2, 3
Sept 13	Sampling, data collection, survey design Class survey construction	4, 5
Sept 20	Writing Research , Hypotheses Literature Review, Critiquing Survey articles Writing literature reviews of survey articles	Articles #3, #5, #6
Sept 27	Turn in completed class surveys IRB DUE (no excuses) Data Analysis Copy of IRB Certification due	6
Oct 4	Meet in computer lab Data entry Survey data analysis Bring computer disk	
Oct 11	Survey Results Conclusions Computer lab after lecture	6, 7 SPSS® pp. 165, 154, 117, 352-353
Nov 1	Editing Article on Bad Statistics Writeup of Class Survey Due Assistance with project data	Article #4 Articles #1, #2
Nov 8	Discussion and clarification of class survey External and Internal threats to validity Content Validity Article Critique Due Bring a copy of your project survey to class Assistance with projects	
Nov 15	Projects Due (self-addressed stamped envelope*) Project Presentations	

*Make sure that you have a return address on the envelope, otherwise the PO will not deliver it. Please put stamps on it, not a postage meter strip. Also, make sure that it has sufficient postage. For those projects not mailed, you can pick them up from me when the Spring semester starts in January.

ARTICLES

Articles to be downloaded from WebCT

1. Writing and Presenting Your Thesis or Dissertation
[wysiwyg://12/http://www.learnerassociates.net/dissthes/](http://www.learnerassociates.net/dissthes/)
2. Writing the Empirical Journal Article
http://comp9.psych.cornell.edu/dbem/writing_article.html
3. Gender Related Differences in Career Patterns of Principals in Alabama
<http://epaa.asu.edu/epaa/v8n9.html>
4. Bad Use of Statistics and Polling
<http://old.hsu.edu/faculty/worthf/badstat2.html>
5. School Uniforms and Safety: Author - Sue M. Stanley
 EBSCOhost
 Academic Search Elite
Education and Urban Society, August, 1996, page 424
6. The Relationship Between Name-Calling and Peer Beliefs Among Elementary School Children: Implications for School Counselors: Authors - Sandra Lynn Embry and Darrell Anthony Luzzo
 EBSCOhost
 Academic Search Elite
Elementary School Guidance and Counseling, December, 1996, page 122
7. Cultural Verification and Application of the Profile of Mood States (POMS) With Korean Elders: Authors - YunHee Shin and Kathleen Byrne Colling
 EBSCOhost
 Academic Search Elite
Western Journal of Nursing Research, February, 2000, page 68
8. [Www.cs.purdue.edu/homes/de/essay.dissertation.html](http://www.cs.purdue.edu/homes/de/essay.dissertation.html)

BER 603
Survey Research Project

Final Report/Presentation

A.	Final report should be written like a journal article (APA)	____/10
	1. Purpose of survey	____/5
	2. Methods Section	
	a. Sample	
	1. At least 50 respondents	____/5
	2. How sampled	____/5
	3. Description	____/10
	b. Data Collection	
	1. Description of survey	____/5
	2. How were data collected	____/5
	c. Data Analysis (Be sure to state all analyses used)	____/10
	d. Statement of hypotheses	____/10
	3. Results	
	a. Reliability (instrument)	____/10
	b. SEM	____/5
	c. Factor Analysis	____/25
	d. Hypothesis 1	
	1. Results	____/6
	2. <i>p</i> value	____/4
	3. Table, chart, or graph	____/6
	e. Hypothesis 2	
	1. Results	____/6
	2. <i>p</i> value	____/4
	3. Table, chart, or graph	____/6
	4. Conclusions	____/15
	5. Overall quality	
	a. Grammar	____/10
	6. Appendix	
	a. Instrument (original and final)	____/4
	1. Cover Letter	____/5
	2. Demographics	____/5
	3. At least 10 items (original and final)	____/10
	4. Survey construction	____/10
	b. Computer output (no data, no item-to-total cor.)	____/4
	Must include Cronbach alpha, m/sd of items/total	
	ANOVA, <i>t</i> test, significant chi-square, factor loadings eigen values	
	c. Approved IRB (must be last)	____/5
B.	Class presentation (must have visuals)	____/20
	Total	____/225
C.	Bonus	
	1. Alpha at least .7	____/2
	2. Alpha at least .8	____/3
	3. Alpha at least .9	____/5
	Total	____

The report must be word-processed. WARNING! Failure to present the project to the class will cost you 20 points. There will be no excused absences for the last night of class. Please address all items in order. Failure to do so is a 5 point deduction. Make sure that you have the specified 4 sections (purpose, methods, results, and conclusions) labeled appropriately. Failure to do so is a 5 point deduction. Do not use personal pronouns (5 point deduction).

Article Critique

Name: _____

I.	Reference (APA style, 5 th edition)	_____/5
II.	Summary	
	a. Topic	_____/3
	b. Instrument	_____/3
	c. Sample	_____/3
	d. Results	_____/3
	e. Conclusions	_____/3
III.	Critique (You must give reasons for your statements.)	_____/20
	a. Things to consider	
	1. Problem clearly stated	
	2. Data gathering	
	3. Sample	
	4. Validity	
	5. Reliability	
	6. Appropriate data analysis	
	7. Conclusions are clear	
	8. Generalizability	
	9. Clearly written	
	10. Worthy of publication	
IV.	Grammar	_____/5
V.	Writeup (APA style)	_____/5
	Total	_____/50

The critique is to be word-processed. Please turn in a copy of the article with the critique. Failure to turn in a copy of the article will result in a 10% late penalty. The article that you critique must be a survey research article. In other words, a survey has to have been used as part of the research study. Failure to critique a survey research study will result in a zero for the assignment and no chance to make up the assignment. If you are not sure about the article, please ask me. Failure to address the items in order as specified on the rubric will result in a 5 point deduction.

Class Survey Project

Name _____	
Copy of Revised Instrument	_____ /5
Description of Sample (full)	_____ /15
Cronbach Alpha	
Original	_____ /5
Final	_____ /5
Interpretation	_____ /5
Item-to-total correlations range from _____ to _____	
_____ Original	_____ /5
_____ Final	_____ /5
_____ Interpretation	_____ /5
SEM	_____ /5
Items deleted (include how deleted)	_____ /5
Results	_____ /50
1. Factor analysis	
2. Type analysis used	
a. <i>t</i> test, ANOVA, chi-square?	
3. Where there any significant findings (include <i>p</i> value)?	
(2 and 3 should be repeated for each demographic item)	
Conclusions	_____ /15
Total	_____ /125

This is to be word processed and written in paragraph form. DO NOT JUST ANSWER QUESTIONS. There will be a five point deduction if not double spaced. If you insert tables and/or figures, the tables and figures must be inserted into the appropriate place in the write-up not in the back of the paper. There will be a five point penalty if you insert the tables and figures in the wrong place. Make sure in the conclusions that you address each analysis that was performed.

INFORMAL CRITERIA FOR ATTITUDE STATEMENTS

1. Avoid statements that refer to the past rather than to the present.
2. Avoid statements that are factual or capable of being interpreted as factual.
3. Avoid statements that may be interpreted in more than one way.
4. Avoid statements that are irrelevant to the psychological object under consideration.
5. Avoid statements that are likely to be endorsed by almost everyone or by almost no one.
6. Select statements that are believed to cover the entire range of the affective scale of interest.
7. Keep the language of the statements simple, clear, and direct.
8. Statements should be short, rarely exceeding 20 words.
9. Each statement should contain only one complete thought.
10. Statements containing universals such as all, always, none, and never often introduce ambiguity and should be avoided.
11. Words such as only, just, merely, and others of a similar nature should be used with care and moderation in writing statements.
12. Whenever possible, statements should be in the form of simple sentences rather than in the form of compound or complex sentences.
13. Avoid the use of words that may not be understood by those who are to be given the complete scale.
14. Avoid the use of double negatives.
15. Use few negatives.

IDEAS

1. Try statements which accurately reflect your opinions or attitudes.
2. Try statements which accurately reflect your friends' opinions or attitudes.
3. Try statements which accurately reflect the attitudes of someone "opposite" of you.