

**ORG 8800 - Survey Design
Summer 2006, June 7-August 9**

Wednesdays, 6-9 PM
Room
www.techsociety.com/alliant

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Goal of Class:

This course is an overview of conducting quantitative survey research using internet, telephone and mail data collection methodologies. Students will learn how to design, write, field and present results of survey research. Survey research issues of sampling, non-response, error and weighting will also be discussed. The goal will be to provide students adequate knowledge to field their own data collection for their dissertations or for professional work.

Students will create a class project survey and field it using the Internet. There will be weekly readings of approximately 50 pages, and weekly assignments. Attendance and weekly homework assignments are mandatory.

Grading:

Attendance:	10%
Weekly assignments	50%
Class participation:	10%
Final exam:	30%

Textbooks:

How To Design Survey Studies, Arlene Fink, 2002, Sage Publications, 96 pages, \$19.95

Mail and Internet Surveys: The Tailored Design Method, Don Dillman, 2nd Ed. 458 pg ~\$50

Survey Methodology, Robert M. Groves, Eleanor Singer, Floyd J. Fowler, James M. Lepkowski, Roger Tourangeau, September 2004, about \$55. Paperback. 448 pages. Wiley and Sons. Buy from Amazon.com.

Schedule

June 7: Designing the vision for your study

Readings: Fink, Ch. 1; Groves, Ch. 1

HW: Write statement of Survey Objectives for your research plan

June 14: Survey designs – approach

Readings: Fink, Ch. 2

HW: Write statement describing survey design with rationale.

Thinking about the quality of data before the survey

Readings: Groves, Ch. 2

June 21 How to sample – sample size, sample universe to sample population, acquiring sample, ‘hard to reach’ samples. Business versus residential.

Readings: Groves, Ch. 3, Ch. 4

HW: Add sample description to your research plan, with approach to reaching respondents.

June 28: Collecting the data – Telephone, Mail, Internet, Face-to-Face methods

Readings: Groves, Ch. 5

HW: Discuss the advantages and disadvantages of each form of data collection for your research plan. Then, add to your research plan the justification for your choice of method.

July 5: Questionnaire writing

Readings: Dillman, Ch 2, Groves, Ch. 7

HW: The core of the questionnaire.

July 12: Questionnaire writing (continued)

Readings: Dillman, Ch. 3

Finalizing a questionnaire

Groves, Ch 8

Questionnaires due for in-class discussion.

HW: Questionnaire design: demographic and other descriptive variables, intros, closers

HW: Finalize questionnaires in preparation for programming

July 19 Fielding surveys

Readings: Groves, Ch. 9, Dillman, Ch 4.

HW: Program the survey.

July 26 Cleaning data and preparing a codebook, presenting results

Readings: Groves, Ch. 10

Non-response in surveys; weighting and balancing.

Readings: Groves, Ch. 6, Dillman, Ch. 10

August 2: Alternatives in survey research:

Surveys of Businesses & Organizations; Mixed mode, In Person, Groups, in Publications

Readings: Dillman, Ch 6, 7

August 9: Final Exam