

Hayes
Fall
2002

Survey Research Methods, Sociology 3301

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Fall, 2002
MWF, 2-2:50 pm
Ketchum 303
<http://socsci.colorado.edu/~jahayes/socy3301/>

Office hours: Monday 9 am – noon and Tuesday 9 – 11 am or by appointment. (I am in most days and happy to schedule appointments or see you if I am not busy managing the Data Lab.)

Classrooms: Most days we will meet in Ketchum 303. On the schedule (below) for days marked **LAB** in bold, we will meet in Ketchum 117. Due to space limitations I will need to ask half the class to come at one time and the other half to come at another. I will ask you to sign up for lab sessions ahead of time.

Course Objectives: Through lectures, readings, discussions, and hands-on exercises, students will develop an understanding of our social world using survey research. As a group, the class will design, administer, code, and analyze its own survey. My goal is to provide you with a general perspective on studying social phenomena and some specific knowledge in applied quantitative analysis. We will focus on formulating research questions and providing evidence from the class survey.

Most classes will combine lectures with class discussion. Students are expected to attend class regularly having done the assigned reading and be prepared to participate. Participation is especially important since the rest of the class is relying on all individuals to contribute to the class project.

Readings: The required text for the course is:

Weisberg, Herber F., Jon A. Krosnick, and Bruce D. Bowen. 1996. *An Introduction to Survey Research, Polling, and Data Analysis*. Thousand Oaks, CA: Sage Publications. [Referred to as **WKB** on the course schedule of readings.]

Additional readings will be assigned and linked from the class homepage. Some of these will be in Adobe Acrobat PDF files. If you wish to view them from your personal computer, you may need to install the Adobe Acrobat Reader available free from www.adobe.com. Most campus computers have the Adobe Reader installed already.

Overall, I think the readings for this class are not too heavy in terms of number of pages. Some of the material is technical and may require more than one reading to grasp.

Exams: To assess your progress in class and knowledge of the material in the text, two exams will be given during regular class periods. No final exam is scheduled, but I will be available in my office during the assigned period to collect your final projects.

Exams will consist of multiple choice and short answer questions drawn from readings and lecture. I will post study guides to the class website and devote one class period to review for each exam to help you prepare.

Research Projects: Each student will turn in a written paper based on the class research project on a topic chosen in consultation with the instructor. The paper should be your own work. Papers will be written in the style of sociological journal publications. That is, a research question introduced, related research by others reviewed, hypotheses stated, data and methods described, analytical evidence provided, and findings discussed in terms of original hypotheses. Papers are to be based on original research. Copying or plagiarism will not be tolerated. I do not anticipate problems with this because the project is based on original data collection. I hope to help you learn how to properly draw from existing literature to generate and test an idea about the social world and properly credit the original work.

I do expect you to write quality papers without grammatical errors, spelling mistakes, etc. I suspect that many of you will find writing this paper challenging. The format of a "sociological journal article" has some specific stylistic forms that are good to learn. I realize it is a new style for most of the class and you may find it difficult.

During the last two weeks of the semester (time permitting) you will also present your ideas to the class. This will allow the instructor and other students to help you clarify your thinking on the topic before turning in the final, written version. I will have you sign up for time slots ahead of time. I expect that presentations will be

I encourage you to work with colleagues on the data analysis portion of the project. If you wish to present with one or two other students, we can schedule that. Each should contribute something to the presentation. Papers, however, should be individually authored and represent your own work.

Grading:

	Due Date	Task	Percent of grade
Mon	7-Oct-2002	Exam 1	30
Mon	25-Nov-2002	Exam 2	30
Tues	17-Dec-2002	Final papers	30
	various	Class participation, assignments, and presentation	10
		Total	100

Policies: All class participants are expected to adhere to University policies on academic integrity, honor code, and the University code of conduct. These are published in the 2001-2002 catalog and available at <http://www.colorado.edu/policies/acadinteg.html>(academic integrity), <http://www.colorado.edu/policies/honor.html> (honor code) and <http://www.colorado.edu/studentaffairs/judicialaffairs/code.html>(code of conduct). In addition to those policies I would like to emphasize that respect for your peers is important to this class. This will be most obvious in the class discussions and comments on each other's presentations.

Accommodations for disabled students: Students with disabilities who qualify for academic accommodations must provide a letter from Disability Services (DS) and discuss specific needs with the professor, preferably during the first two weeks of class. DS determines accommodations based on documented disabilities (303-492-8671, Willard 322, <http://www.colorado.edu/sacs/disabilityservices>)

Religious Observances: The University of Colorado at Boulder has a legal and moral obligation to accommodate all students who must be absent from classes or miss scheduled exams in order to observe religious holidays. The full policy is available at http://www.colorado.edu/policies/fac_relig.html. Please note that you should notify me well in advance of any conflicts with the course schedule.

Course schedule:

The schedule below is *tentative*. While it is important for us to stick to a pretty tight schedule to complete a class survey in one semester, some of the specific dates may change.

Mon	Aug. 26	Introduction to class	
Weds	Aug. 28	Survey Uses and What Can Be Asked	WKB 1
Fri	Aug. 30	Survey Goals and Research Design	WKB 1
Mon	Sept. 2	Labor Day -- No Class	
Weds	Sept. 4	Survey Process	WKB 2
Fri	Sept. 6	Computer accounts (LAB)	web
Mon	Sept. 9	Survey Design - Measuring Attitudes and Behaviors	WKB 7
Weds	Sept. 11	Survey Design - Measuring Change and Subgroup Comparisons	WKB 7
Fri	Sept. 13	General Discussion of Class Project's Content	
Mon	Sept. 16	Organize Working Groups for Content Areas	
Weds	Sept. 18	Small Group Meetings on Content	
Fri	Sept. 20	Small Group Recommendations for Content	
Mon	Sept. 23	Constructing Questionnaires	WKB 4
Weds	Sept. 25	Evaluating Questionnaires	WKB 16
Fri	Sept. 27	Small Group Meetings on Questions	
Mon	Sept. 30	Data Collection - Interviewing	WKB 5
Weds	Oct. 2	Data Collection - Self-Administered Questionnaires	
Fri	Oct. 4	Review for Exam 1	web
Mon	Oct. 7	<i>Exam 1</i>	
Weds	Oct. 9	No Class	
Fri	Oct. 11	Fall Break -- No Class	
Mon	Oct. 14	Ethics of Polls and Institutional Review	WKB 17, web
Weds	Oct. 16	Group Recommendations for Questions	
Fri	Oct. 18	Group Discussion of Questions	
Mon	Oct. 21	Review Draft Survey Instrument	

Weds	Oct. 23	Review Pretest Results	
Fri	Oct. 25	Review Final Draft of Survey Instrument	
Mon	Oct. 28	Sampling Methods -- Non-Probability v. Probability	WKB 5
Weds	Oct. 30	Sampling Problems and Sampling Error (they are very different...)	WKB 5
Fri	Nov. 1	Sample Examples	web
Mon	Nov. 4	Coding Practices	WKB 6
Weds	Nov. 6	Coding Rules -- Class Project	
Fri	Nov. 8	Data Entry (LAB)	
Mon	Nov. 11	Data Entry (LAB)	
Weds	Nov. 13	Data Analysis -- Single Variable	WKB 8 - 9
Fri	Nov. 15	Data Analysis -- Multiple Variable	WKB 11-13
Mon	Nov. 18	Data Analysis (LAB)	
Weds	Nov. 20	Data Analysis (LAB)	
Fri	Nov. 22	Review for Exam 2	web
Mon	Nov. 25	<i>Exam 2</i>	
Weds	Nov. 27	Data Analysis (LAB)	
Fri	Nov. 29	Thanksgiving Holiday -- No Class	
Mon	Dec. 2	Review of Results	WKB 15
Weds	Dec. 4	Class presentations	
Fri	Dec. 6	Class presentations	
Mon	Dec. 9	Class presentations	
Weds	Dec. 11	Class presentations	
Tues	Dec. 17	<i>Projects Due 4 pm.</i>	