

**SOCY 3301-002: Survey Research Methods
Fall 2004**

Tuesday, Thursday 2:00-3:15

Adele Platter, Ph.D.

This is a quantitative research methods course focusing on survey research. Topics to be covered this semester include questionnaire construction, sampling, data collection, data analysis and report writing.

Course objectives:

- to develop an understanding of the importance of quantitative research in the social sciences
- to be able to critically evaluate social science research reports in the mass media and in scholarly articles
- to learn about survey research through readings and hands on experience
- to construct, pretest, and administer a questionnaire
- to learn to enter and analyze survey data
- to write a research report

Although some statistical analysis will be conducted using a computerized statistical package, this is NOT a statistics course.

Readings:

The following books are required:

Nardi, Peter M. *Doing Survey Research*, 2003

Sweet, Stephen A. and Karen Grace-Martin. *Data Analysis with SPSS*, 2nd edition, 2003

Additional readings will also be required. They will be distributed in class or will be available online.

Expectations:

Students are expected to attend class and computer labs, to complete assignments on time, and to participate in class discussion and activities. Constructing and administering a survey requires a cooperative effort from all participants. You will be working with other students in the class on the development of the questionnaire. If you are ill or have special needs or problems, speak to the people you are working with and with me. We will try to work out a solution so that your absence will not impede the progress of the project.

Students with disabilities who may need academic accommodations should speak with me during the first two weeks of class.

Research report and presentation:

Each student will prepare a written research report using the data we collect in our survey. The findings from the analysis will be presented in class. You may work on the data analysis and present your findings with other students in the class, if you wish, but **each person will prepare an individual written report.** The written report will follow the conventional research report format and will be discussed in class. The written report is due on or before April 29th.

Grades:

Final grades will be based on homework assignments (33%), midterm exam (33%), and research report (33%).

Class presentation, attendance, and participation will also be considered in the final grade.

Office hours:

Office hours are by appointment and I will be happy to meet with you. The best way to contact me with questions or to make an appointment is by email.

Office location: Ketchum 11A

Phone: 303 492-8838

Email: adele.platter@colorado.edu

This schedule is tentative. It will be revised as we move through questionnaire and survey administration.

Date	Assignment
1/13	Introduction to the course. Discussion of syllabus, course expectations, and requirements. Discussion of survey research project.
1/15	The research process. How is research conducted?
1/20	Principles of social research Nardi: Chapter 1 Sweet and Grace-Martin: Chapter 1
1/22	Principles of social research (continued) Nardi: Chapter 2
1/27	Overview of survey research Nardi: Chapter 3 "What is a Survey" http://www.amstat.org/sections/srms/brochures/survwhat.htm
1/29	Methods of data collection "More about Mail Surveys" Use amstat.org website and select mail surveys
2/3	Methods of data collection "More about Telephone Surveys" Use amstat.org website and select telephone surveys
2/5	Questionnaire construction Nardi: Chapter 4
2/10	Questionnaire construction Ereserve reading: "Writing Good Questions"
2/12	Questionnaire construction (continued) "Designing a Questionnaire: Use amstat.org website and select Designing a Questionnaire
2/17	Questionnaire design and pretest "How to Conduct Pretesting" Use amstat.org website and section Pretesting
2/19	Rewriting questions.

- 2/24 Sampling
 Nardi: Chapter 5
- 2/26 Sampling (continued)
 Review for midterm
- 3/2 **Midterm Exam. Good luck!**
- 3/4 Writing research reports
 Nardi: Chapter 10
 Sweet and Grace-Martin: Chapter 9
- 3/9-3/11 Introduction to SPSS: Describing the data
 Class and lab
 Nardi: Chapter 6
 Sweet and Grace-Martin: Chapters 2 & 3
- 3/16-3/18 Describing the data: frequency distributions, histograms, charts
- 3/23-3/25 **Spring Break**
- 3/30-4/1 Coding the data from our survey
 Class and lab
- 4/6-4/8 Recoding, Crosstabs
 Class and lab
 Nardi: Chapter 7
 Sweet and Grace-Martin, Chapters 4 & 5
- 4/13-15 Hypothesis testing
 Class and lab
- 4/20-4/22 Individual meetings to discuss research projects.
 More advanced analysis on an individual basis.
- 4/27-4/29 Class presentations.
 Research reports due.
- 5/4 Final exam is scheduled for today. The final research report will be considered the final exam. It is due on or before the last day of class. I will allow people to submit it by 3:00pm on Tuesday, May 4th. You may come to my office between 1:30 and 3:00 to drop off your report and pick up any reports that have been graded.

Have a great summer!