The University of Texas at Arlington

College of Education

Department of Educational Leadership and Policy Studies

EDAD 6392 | Surveys in Educational Research | Summer 2017

Trimble Hall 111 | Wednesday 5:30 – 8:20 pm

## Instructor Information:

Instructor: Yi Leaf Zhang, Ph.D.                    Phone: 817-272-9221
Office:  103 D Trimble Hall                            Email: lyzhang@uta.edu (best way to contact me)
Office Hours: by appointment

## Textbook Information:

Required:

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

  https://www.amazon.com/Internet-Mail-Mixed-Mode-Surveys-Tailored/dp/0471698687

- Supplemental readings are provided by the instructor via Blackboard

Suggested:

- Groves, R. M., Fowler Jr, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2004). *Survey methodology*. Hoboken, NJ: John Wiley & Sons.
  https://www.amazon.com/Survey-Methodology Wiley/dp/0471483486/ref=sr_1_7?s=
  books&ie=UTF8&qid=1495906822&sr=1-7&keywords=Survey+methodology

## Course Description:

The course focuses on understanding how to design and administer a survey in either K-12, higher education, or other educational settings. Students are expected to develop survey instrumentation used in educational survey research, to engage in design of a survey research study, and to critique educational survey studies and findings.

## Learning Objectives:

By the end of the course, students will be able to:
- Understand, discuss and apply the concept of survey research
- Create a sampling frame and sample for a survey
- Conduct web and mail surveys
- Decrease survey nonresponses
- Develop, evaluate, and ask survey questions
- Access survey reliability and validity
- Conduct post-collection survey data processing
- Conduct survey research with integrity

## Attendance and Class Participation:

Attendance and punctuality are basic requirements for an effective class and learning community. You are expected to be in class on time except when you have a documented emergency. Students' attendance and class participation will count for 20% of the final grade. If you do miss a class, you are responsible for:

- All content covered
- Completing all work assigned
- Contacting my office and letting me know prior to the class meeting
- Arranging to turn any work in that day
- Class participation points will be deducted

### Blackboard:

The classroom management system, Blackboard, will be an important medium used to structure and facilitate learning in this course. Blackboard serves as a common space where class information, learning materials, and assignments can be shared between the instructor and students. For most class assignments, students will be asked to post their work to Blackboard in a format that is accessible to their classmates, as peer-to-peer learning will be an important aspect of this graduate course. If you have any technical difficulties or questions regarding Blackboard, help is available 24/7 by contacting cdesupport@uta.edu.

### Written Communication and Assignment Submission:

All written assignments must conform to the style and reference formats specified in the *Publications Manual of the APA* and must be word processed or typed. Assignments will be graded on content as well as on the technical quality of the writing and presentation. All written assignments should be carefully proofread for spelling, grammar, and syntax. Assignments containing multiple errors may be returned, ungraded, for revision and resubmission at a lower grade. It is expected that all written work will conform to accepted graduate level standards.

All written assignments need to be presented as attachments through the Blackboard system and NOT as attachments through an email. When submitted, they need to be saved in a MS Word document format (either .doc or .docx).

All of the assignments are graduate papers. Please follow APA style (6th edition) for formatting, citing, and reference guidelines.

### Late Assignments:

Late work will not be accepted without prior approval from the instructor. Late assignments will be graded 20% lower. No points will be awarded for work not completed.

### Drop Policy:

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

### Americans with Disabilities Act:

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those

students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

**Student Support Services:**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

**Academic Integrity:**

Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

> *I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*
>
> *I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

**Electronic Communication:**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php. Please allow a 48 hour response time to e-mail. Do not wait until one day or several hours before an assignment is due to e-mail the instructor with a question about the assignment and expect an immediate response.

**Student Feedback Survey:**

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit http://www.uta.edu/sfs.

**Final Review Week:**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare

for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

## Title IX:

The University of Texas at Arlington is committed to upholding U.S. Federal Law "Title IX" such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.

## Emergency Exit Procedures:

Should we experience an emergency event that requires us to evacuate the building, students should exit the room and move toward the nearest exit, which is located at the end of the hall way. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

## Grading:

| Grade | Ranges | Quality of Work |
|:---:|:---:|:---|
| A | 90-100% | Exemplary; clearly exceeds course standards |
| B | 80-89% | Good; adequately meets the course standards |
| C | 70-79% | Fair; barely meets the course standards |
| F | 78% or lower | Failing; does not meet any course standards |

## Course Assignments and Requirements (Total 300 points):

### 1. Participation (*10 points each class; 6 face-to-face classes; Total: 60 points*)

As a graduate level class, this course is designed to be highly interactive and dependent upon your level of preparation. Most class meetings will consist of discussions, instructor and student presentations, and individual and group SPSS exercises related to individual session objectives. It is expected that you be prepared, having read all course materials in advance of our class meetings, and that you participate regularly in class discussions. Each class has been designed to maximize the use of your time together, while blending a variety of learning activities that appeal to multiple learning styles. This is also intended to make the course interactive, purposeful and practical.

### 2. Chapter Presentation (*Total: 30 points*)

Students will choose one of the book chapters that are listed in the class schedule (page 6), provide an overview of the chapter, and briefly present what they have learned from the chapter. The presentation should be 15-20 minutes. The student should be prepared for questions during or after his/her presentation.

### 3. Research Project (*Total: 180 points*)

During the class, students will develop a questionnaire and complete a mini research project. This project should include the following sections:

*a)* ***Section 1: Research proposal (2-3 pages, double-spaced; 20 points)***

In this section, you will delineate the research problem, describe the purpose of the survey study, and list the research questions you plan to address

*b)* ***Section 2: Method (5-6 pages, double-spaced; 40 points)***

In this section, you will discuss the research method in detail, including

1. The purpose of the survey and what you expect to measure
2. Target population-who are you studying?
3. Sampling frame-how will you identify the people who have a chance to be included in the survey?
4. Sample design-how will you select members of your sample?
5. Survey mode-how will you contact members of your sample, how will you ask your questions, collect your answers, and how much effort will you devote to collecting data from those who reluctant to respond?
6. How you plan to evaluate your instrument prior to data collection?

*c)* ***Section 3: Survey instrument (15-20 questions; 50 points)***

Develop a survey questionnaire for your proposed study.

1. Draft survey (15 points): share your draft survey on Blackboard and provide comments on at least three of your classmates' surveys.
2. Final survey (20 points): upload your final survey to Blackboard as a MS word document with track changes.
3. Qualtrics survey (15 points): create a Qualtrics account and transfer your final survey to Qualtrics (Link to create an account: *http://library.uta.edu/assessment/qualtrics-survey-tool*)

*d)* ***Section 4: Cover letter/email (1 page, single-spaced; 10 points)***

Develop a cover letter/email that you will use to recruit participants.

*e)* ***Section 5: Post-collection processing of data and results (3-4 pages, double-spaced; 40 points)***

Explain how you enter, code, and check your data after collection and report the results from your analysis.

*f)* ***Presentation (20 points)***

In the final class, you will have 10-12 minutes to present your project, including the major sections listed above (sections 1 to 5). The presentation will be graded by your classmates and the instructor.

4. ***Reflection (2-3 pages, double-spaced; 30 points)***

Students will develop a 2-3 page paper (double-spaced) evaluating what they have learned from this course. In this self-reflection, students should address, but not limit to, the following questions:

- What knowledge/experiences have you gained from this course regarding conducting survey research? What are the most valuable things you have learned from this course?
- For your mini research project, what went well and what challenges did you encounter?
- If you could do the research project over again, what would you do differently?
- What's your plan for future research/dissertation? And how would you apply the knowledge you've gained from this course to your future research?

**Tentative Schedule of Class Activities, Readings and Assignments**

| Module | Week | /Date | Topics & Activities | Reading | Assignment Due by 5:30pm |
|---|---|---|---|---|---|
| 1 | 1 | 06/07 | Introduction | Ch. 1 | |
| | 2 | 06/14 | Literature review & Survey development | | Section 1: Research proposal |
| | 3 | 06/21 | Sample design, sampling error, survey modes, etc. | Ch. 2 & 3 | |
| 2 | 4 | 06/28 | Item writing & Questionnaire construction | Ch. 4, 5 & 6 | Section 2: Survey method |
| | 5 | 07/05 | Develop and evaluate survey questionnaires | | Section 3A: Develop survey and evaluate classmates' surveys |
| 3 | 6 | 07/12 | Survey delivery | Ch. 7, 8 &13 | Section 3B: Revise and finalize the survey |
| | 7 | 07/19 | Transfer the survey to *Qualtrics* and deliver it online | | Section 4: Develop cover letter/email, and deliver *Qualtrics* survey online |
| 4 | 8 | 07/26 | Data coding, editing, panel surveys | Ch. 9 | |
| | 9 | 08/02 | Analyze results & SPSS | | Section 5: Post-collection processing of data & findings |
| | 10 | 08/09 | Project presentation & Self reflection | | Presentation Self-reflection (Due 8/13) |

*As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –Yi Leaf Zhang.*