NOTE to prospective students: This syllabus is intended to provide students who are considering taking this course an idea of what they will be learning. A more detailed syllabus will be available on the course Blackboard site for enrolled students and may be more current than this sample syllabus.

Please contact department for more information – 541-737-3584

Course Name: Survey Methods
Course Number: St 439/539
Course Credits: This course combines approximately 90 hours of instruction, online activities, and assignments for 3 credits.

**Course Catalog Description:** ST 439. SURVEY METHODS (3) Survey design, data collection and analysis, general methodology.

Prerequisites: ST 201, ST 351

Course Content:
Survey design, data collection and analysis, general methodology

Communications:
Please post all course-related questions in the Discussion forum so that the whole class may benefit from our conversation. If there is a personal matter, please email or call me to arrange a time to talk. I will generally reply to course-related questions and email within 48 hours. I am part time and do not work Fridays so weekend communication is limited.

Technical Assistance
If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the OSU Computer Helpdesk online.

Learning Resources:
2. Multimedia (Required)
3. Various handouts (Required)
4. Canvas: will use this medium to post important documents, assignments, and grades. The discussion board will be utilized for the survey critiquing exercise. (Required)
5. Journal articles: Three available. (optional)

**NOTE:** For textbook accuracy, please always check the textbook list at the OSU Bookstore website. Sample syllabi may not have the most up-to-date information.
Students can also click the OSU Beaver Store link associated with the ST 439-539 course information in the Ecampus schedule of classes for course textbook information and ordering.

Canvas:

This course will be delivered via Canvas where you will interact with your classmates and with your instructor. Within the course Canvas site, you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the Ecampus Course Demo. For technical assistance, please visit Ecampus Technical Help.

Learning Outcomes: By the end of the session you should be able to...

1. Restate essential definitions of survey research methods
2. List and define the types of survey error and recognize ways to reduce error
3. Define and list elements of Social Exchange and apply to Tailored Design Method
4. List types of survey questions and describe their strengths and weaknesses
5. Detect possible problems in survey questions
6. Make use of question writing guidelines to improve survey questions
7. Construct/format high-quality survey questions
8. Design a functional mail or internet survey
9. Describe the different modes of survey data collection, how they vary, and their strengths and weaknesses.
10. Recognize why pretesting is important and ways to pretest a survey
11. Be familiar with organizations responsible for survey research standards and ethics
12. Compose effective participant recruitment materials for a self-administered surveys
13. Organize and schedule a self-administered survey
14. Code/edit and manage data
15. Calculate standardized survey response rates
16. Identify and explain the essential components of a final report of survey methods and results.

Slash Course:

ST 539 students will have one additional assignment: Webinar, “Visual Design in Surveys: Using Numbers, Symbols, and Graphics Effectively.”

Evaluation of Student Performance:

There are 4 homework assignments and 9 quizzes. ST 539 students will be responsible for one additional assignment (Homework 5). In addition, each student will be responsible for utilizing the Canvas Discussion Module to critique survey examples. Each student will be responsible for posting a survey example on a single occasion and responsible for critiquing all posted survey examples. (See Survey Critiquing Exercise for details). A final exam will be given in week 10.

Discussions: Survey Critiquing: Posting = 5 + 96 = 101 total
Quizzes: 74 total  
Homework: 100 total  
Final exam: 72 total  
Webinar (ST 539 only): 28 total

Grading scale:
Total possible points = 347 (439 students); 375 (539 students)

A: 90 – 100% of total points  
B: 80 – 99% of total points  
C: 70 – 79% of total points  
D: 60 – 69% of total points  
F: Less than 60% of total points

Course Policies:

Conduct in this Online Classroom  
Students are expected to conduct themselves in the course (e.g., on discussion boards, email postings) in compliance with the university’s regulations regarding civility.

Guidelines for a Productive and Effective Online Classroom  
Students are expected to conduct themselves in the course (e.g., on discussion boards, email) in compliance with the university’s regulations regarding civility.

Civility is an essential ingredient for academic discourse. All communications for this course should be conducted constructively, civilly, and respectfully. Differences in beliefs, opinions, and approaches are to be expected. In all you say and do for this course, be professional. Please bring any communications you believe to be in violation of this class policy to the attention of your instructor.

Active interaction with peers and your instructor is essential to success in this online course, paying particular attention to the following:

• Unless indicated otherwise, please complete the readings and view other instructional materials for each week before participating in the discussion board.
• Read your posts carefully before submitting them.
• Be respectful of others and their opinions, valuing diversity in backgrounds, abilities, and experiences.
• Challenging the ideas held by others is an integral aspect of critical thinking and the academic process. Please word your responses carefully, and recognize that others are expected to challenge your ideas. A positive atmosphere of healthy debate is encouraged.
Incompletes
Incomplete (I) grades will be granted only in emergency cases (usually only for a death in the family, major illness or injury, or birth of your child), and if the student has turned in 80% of the points possible (in other words, usually everything but the final paper). If you are having any difficulty that might prevent you completing the coursework, please don’t wait until the end of the term; let me know right away.

Statement Regarding Students with Disabilities
Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS) with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 541-737-4098.

Accessibility of Course Materials
All materials used in this course are accessible [with the exception of xx]. If you require accommodations please contact Disability Access Services (DAS).

Expectations for Student Conduct
Student conduct is governed by the university’s policies, as explained in the Office of Student Conduct: Information and Regulations.

Academic Integrity
Students are expected to comply with all regulations pertaining to academic honesty. For further information, visit Avoiding Academic Dishonesty, or contact the office of Student Conduct and Mediation at 541-737-3656.

OSU Student Evaluation of Teaching
Course evaluation results are extremely important and are used to help me improve this course and the learning experience of future students. Results from the 19 multiple choice questions are tabulated anonymously and go directly to instructors and department heads. Student comments on the open-ended questions are compiled and confidentially forwarded to each instructor, per OSU procedures. The online Student Evaluation of Teaching form will be available toward the end of each term, and you will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. You will log in to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.