BUSN 6307
Survey Research Methods
Fall 2020

Instructor:	Matthew Griffith, PhD
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Faculty Profile:	https://hb2504.utep.edu/Home/Profile?username=mdgriffith
Office Location:	Business Administration Building 228
Office Hours:	Tuesday 1:50 pm - 4:00 pm, Thursday 10:50 am - 1:00 pm, (all office hours held online through Blackboard)
Meeting Times:	Section 1 (CRN 19768) – 8:00 - 10:50 am (MDT) Thursday
Meeting Location:	Blackboard (online)

Course Description

This course teaches students how to plan, design, and execute international business surveys. Students will learn about cross-national problems associated with questionnaire development, item analysis, scale development, including reliability and convergent and discriminant validity. The course will also examine qualitative methods such as content analysis, event history analysis, and observation.

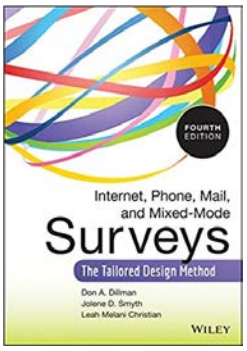
Learning Objectives

This course is designed to help students:

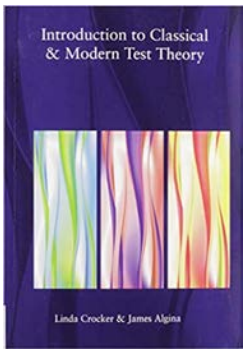
1. Develop a survey questionnaire.
2. Evaluate survey questionnaires.
3. Plan the design, data collection, data analysis, and report for a survey research project.
4. Analyze survey research data using various quantitative procedures.
5. Describe measurement theory, reliability, validity, and item analysis in test development, test scoring, and interpretation.
6. Calculate, apply, and interpret reliability and validity procedures.
7. Define, describe, and apply classical true score theory.
8. Define, describe, and apply generalizability theory.
9. Construct a test measuring a particular construct.

Text and Software

Required

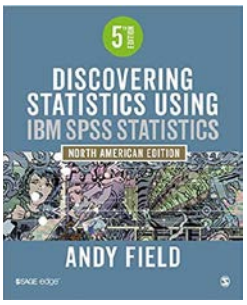


Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method* (4th ed.). Hoboken, NJ: John Wiley & Sons. ISBN: 9781118456149

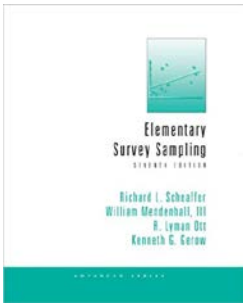


Crocker, L., & Algina, J. (2008). *Introduction to classical and modern test theory*. Mason, OH: Cengage Learning. ISBN: 9780495395911

Other



Field, A. (2018). *Discovering statistics using IBM SPSS Statistics* (5th ed.). Thousand Oaks, CA: Sage. ISBN: 9781526436566



Scheaffer, R. L., Mendenhall, W., III, Ott, R. L., & Gerow, K. G. (2012). *Elementary survey sampling* (7th ed.). Boston, MA: Brooks/Cole. ISBN: 9780840053619

Supplemental readings will be given out during the course.

Required Software

All students will need access to IBM SPSS Statistics and SAS during both the live lectures and for homework/projects outside of class. You can access these from any internet connected computer through UTEP's MyApps at my.apps.utep.edu.

Grades

Grade Components

	Weights
Homework	30%
Scale Development Project	20%
Midterm	25%
Final	25%
Total	100%

Grading Scale

Grade	Points
A	90.0 – 100%
B	80.0 – 89.9%
C	70.0 – 79.9%

Grades lower than a C are not anticipated for this course, but if necessary, anyone receiving below 70% will receive a failing grade.

Blackboard

Blackboard is an online learning management system (accessed through https://my.utep.edu/) which will be used as the medium for this course. All lectures, communication, assignments, class materials, exams, and dissemination of grades will occur through Blackboard. My recommendation is to check Blackboard regularly for updates.

Homework

Ten graded homework assignments will be assigned over the course of the semester. Unless otherwise instructed, each assignment must be developed and completed on your own, without the help of others (see UTEP's *Handbook of Operating Procedure*). The purpose of each assignment is to reinforce the application of concepts from the textbook and discussed in class. Each assignment is due the week after it is assigned. All homework will be submitted on Blackboard.

Scale Development Project

You will develop a new scale for a construct of your choice following all the standards and best practices for survey and test construction including administering the new scale to an appropriate sample, statistically evaluating its performance, and revising as necessary. At the end of the semester you will submit a complete paper including theory/literature review/hypotheses, method (including appropriate analyses relevant to the course), results, and discussion sections. Research papers should generally mimic a scale development article you would find in AMJ, JAP, JM, etc. All papers should follow either the guidelines set forth in the Publication Manual of the APA or the AMA style guide depending on your program of study.

Midterm

The midterm will be a project centered on Dillman's Tailored Design Method. There will also be other items addressing course content up to this point.

Final

The final exam will be a cumulative exam comprised of concepts and applications covered in the class and in the readings. It will include any or all of the following: multiple choice, definitions,

fill-in-the blank, matching, short answer, and calculations to measure both conceptual and applied understanding. The final is scheduled according to the university's final examination schedule.

Course Policies

Attendance and Participation

Attendance is critical to stay on top of material and homework assignments. Although this class is conducted online, students are expected to attend class live, but not required. Ultimately the responsibility for all material is the responsibility of the student.

Late Work

Deadlines are firm—make-up and late work are generally not accepted. Exceptions will only be given at the discretion of the instructor for extenuating circumstances with adequate documentation and according to the policies outlined by the university.

Technology Requirements

This is an online course delivered via Blackboard, thus you will be expected to have daily access to a computer, the internet, and email. You will need a stable internet connection to participate in the class along with a supported web browser (Blackboard works best with Google Chrome and Mozilla Firefox; other browsers may cause problems with Blackboard).

Besides an internet connected computer, you will need speakers/headphones, a webcam, and a microphone (most modern laptops have all of these features built in). In addition to the hardware, you will need the following software installed: Microsoft Office, Adobe Acrobat Reader, Adobe Flash Player, QuickTime, and Java. Make sure all your hardware and software are up-to-date to access all parts of the course.

If you encounter technical difficulties with your computer, software, or Blackboard at any point during the semester, please contact the Help Desk at 915-747-4357 or helpdesk@utep.edu.

Protocols of Communication

All students are welcomed and encouraged to communicate with the instructor on issues relating to the course, assignments, grading, or other issues. The best way to contact me is live during online office hours. The second-best way to contact me is through email. I do not, however, check email on the weekends. Since I get a variety of email each day, putting "BUSN 6307" in the subject line will ensure I read your email immediately. All communication between student and instructor and between student and student should be respectful and professional. Your Miners Email is the only official student email at UTEP and I will only communicate with you via your official UTEP email or Blackboard. You are responsible for checking your UTEP email account and Blackboard regularly.

Course Accessibility

Students with disabilities that may impact their learning or performance in this course are strongly encouraged to notify the instructor and contact the Center for Accommodations and Support Services (CASS) for assistance in ensuring special accommodations. CASS can be found in Union East 106; 915-747-5148; cass@utep.edu.

Academic Honesty

Academic Integrity and Scholastic Dishonesty

Regarding academic integrity, this class abides by UTEP's *Handbook of Operating Procedures* and the Regents' *Rules and Regulations.* Please review the policies to learn your rights, obligations, and responsibilities at https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html. Student performance should comply with the standards detailed within those documents.

Plagarism

Plagiarism is a direct violation of UTEP's Handbook of Operating Procedures and will not be tolerated. Every student is expected to do their own work and all of the work produced will be expected to be completed in its entirety by the students who turned it in. **Any acts of plagiarism will result in failing the course immediately** (regardless of how well or how poorly you are doing at the time). This is a zero-tolerance policy. There are no second chances. Any and all acts of scholastic dishonesty will be reported to the Office of Student Conduct and Conflict Resolution.

Disclaimer

This syllabus, with its course schedule, is based on the most recent information about the course content and schedule planned for this course. Its content is subject to revision as needed to adapt to new knowledge or unanticipated events. Updates will remain focused on achieving the course outcomes. Students will be notified of changes and are responsible for attending to such changes or modifications posted on the Blackboard site for this course.

Course Outline

The following schedule is subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning. All changes will be announced on Blackboard.

Week	General Topics	Textbook Readings	Assignments
1 Aug 27	Introduction and Overview	Dillman et al. Ch. 1	
2 Sep 3	Planning the Development of a Survey	Dillman et al. Ch. 2-3	HW1 assigned
Sep 7	Labor Day Holiday		
3 Sep 10	Developing the Survey	Dillman et al. Ch. 4-7	HW2 assigned
4 Sep 17	Estimation Procedures	*Sampling Notes*	HW3 assigned
5 Sep 24	Sampling Procedures	*Sampling Notes*	HW4 assigned
6 Oct 1	Steps for Implementing Surveys	Dillman et al. Ch. 9-11	HW5 assigned Midterm distributed
7 Oct 8	Introduction to Measurement Theory	C&A Ch. 1, 4, & 5	
8 Oct 15	Reliability and Classical True Score Theory	C&A Ch. 6	HW6 assigned **Midterm Due**
9 Oct 22	Reliability and Item Analysis	C&A Ch. 7 & 14	HW7 assigned
10 Oct 29	Introduction to Generalizability Theory	C&A Ch. 8-9	HW8 assigned
Oct 30	Drop/Withdrawal Deadline		
11 Nov 5	Validity	C&A Ch. 10-12	HW9 assigned

12 Nov 12	Factor Analysis	C&A Ch. 13	HW10 assigned
13 Nov 19	Factor Analysis cont.		
14 Nov 26-27	Thanksgiving Holiday		
15 Dec 3	Qualitative Research		**Project Due**
Dec 4	Dead Day		
16 Dec 7-11		**Final Exam**	Good luck!