

**Note: This course is an in-class course that utilizes Canvas.**

**Syllabus for Semester **Fall 2019****

**Department of Labor Studies and Employment Relations - Rutgers University**

**A. **37:575:404:01** and **38-578-604** Creating and Administering Surveys**

**B. Course Description:** Overview of data collection and analysis; focus on fundamentals needed to understand the research of others or to collect surveys oneself. The interpretation of common statistics; the use of graphing software; correlation analysis and regression.

**C. Course Objectives:**

Labor Studies and Employment Relations Department:

- Access high-quality historical, qualitative, and quantitative evidence or research (Goal 5).

School of Management and Labor Relations:

- Demonstrate an ability to collect, analyze and synthesize information to make logical and informed decisions impacting the workplace. Use evidence to evaluate hypotheses, theories and approaches to workplace issues (Goal III).

Formulate, evaluate and communicate conclusions and inferences from quantitative information.

**D. Meeting Times: **Thursdays, 3:55 – 6:55 PM****

**Meeting Location: **C/D, LEC (Labor Education Center), Room 133****

<http://rumaps.rutgers.edu/location/labor-education-center>,

**E. Professor:** Sheila M. Lawrence, Ph.D.

**F. Email ID:** [smlawren@smlr.rutgers.edu](mailto:smlawren@smlr.rutgers.edu)

**G. Office Hours:** In our classroom, or the James Carey Library, in the building, prior to class from **3:00-4:00 PM, before class** or by appointment. If you attend my other class's office hours, please e-mail me so that I am best prepared.

**H. Text:** Ruel, E., Wagner, W., and Gillespie, B., **The Practice of Survey Research: Theory and Applications**, Sage Publishers, Los Angeles, CA., 2016, ISBN, 978-1-4522-3527-1

**Excel Work can be done at the library or the computer labs.** If you do not have a help option, your version of Excel, Excel Light, or the student version, as well as open source software does not have Data Analysis. Further details are in part **X** below.

**I. Assessments:** This class is hands-on and features assessment of projects and assignments, rather than a lecture course that uses exams to assess learning. Course assessment is calculated as a weighted average of the following projects:

**Note: All assignments are to be uploaded to the Canvas and are to be submitted in paper form per the respective due date. No paper copy is required for the Statistical Analysis Project. Group Work can be done individually if requested.**

	Chapter(s)	Project Letter	Assignment	Group and/or Individual	In-Class and/or at Home	Weight of Grade	Target Week #	Target Due Dates
Background	0	A	Types of Research and Classifying Variables	Individual/Pairs	Both	0%	1	--
	1	B	Research Question and Hypotheses	Individual	Both	4%	2	09/12/19
	0	C	Literature Search	Individual	Both	20%	4	09/26/19
	2	D	Survey Administration Checklist	Individual	Both	0%	4	--
	3	E	Oral Consent Script/Survey Cover Letter	Individual	Both	2%	5	10/03/19
	5	G	Reliability and Validity Quiz	Individual (and cannot be made up)	In-Class	3%	5	10/03/19
Survey Design - Part 1	4	F	Survey Design: First Submission	Individual	Both	10%	6	10/10/19
	5	H	Reliability and Validity Assessment	Individual/Pairs	Both	3%	8	10/24/19
	6	I-1	Pilot and Pretesting for S. D. Final Submission	Individual/Pairs	Both	7%	9	10/31/19
	4,6	I-2	Survey Design: Final Submission	Individual	Both	10%	10	11/07/19
	7	J	Choosing a Sample	Individual/Pairs	Both	0%	11	--
	9	K	Improve Response Rate	Individual/Pairs	Both	0%	12	--
Survey Design - Part 2	--	L	Brainstorming/Needs Analysis for Alumni Survey	Group	In-Class	4%	11	11/14/19
	TBD	L-1	Qualtrics Project	Group - & Cannot Be Made Up	In-Class	4%	12	11/21/19
	Several Chapters	M	Statistical Analysis	Individual	Both	15%	13	12/05/19
	4	N	Alumni Survey	Individual	In-Class	9%	13	12/05/19
	--	O	Course Reflection	Individual	In-Class	2%	14	12/05/19
	--	P	Guest Lecturers	Individual	In-Class	7%	14	TBD
			Total			100%		

## J. Grades

**Posting of Grades:** Please check MyRutgers for your final grades.

**Assessment:** The thresholds for final letter grades will be re-scaled if a conventional standard seems unreasonable.

**Assessment Policy:**

Letter Grade	Scores Based on Course Components
A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	< 60

**K. Student Responsibilities**

1. **Checking Canvas** – On a daily basis, be sure to check your Rutgers e-mail for any Canvas Announcement notifications. Updates to assignments, due dates, and other announcements will be posted through Canvas. You will get an e-mail notification when this happens.
2. **Reading** – Reading assignments must be completed prior to each lecture.
3. **Communication Devices** – No communication devices (cell phones, palm pilots, beepers, pagers, etc.) can be used in the classroom.
4. **Be on time** – To minimize class activity disruption, please arrive to class at the designated time.

**L. Special Needs** – Rutgers, the State University of New Jersey abides by the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments (ADAA) of 2008, and Sections 504 and 508 which mandate reasonable accommodations be provided for qualified students with disabilities and accessibility of online information. If you have a disability and may require some type of instructional and/or examination accommodation, please contact me early in the semester so that I can provide or facilitate in providing accommodations you may need. If you have not already done so, you will need to register with the [Office of Disability Services](#), the designated office on campus to provide services and administer exams with accommodations for students with disabilities. Below is the full contact information for the Office of Disability Services:

**Lucy Stone Hall, Livingston Campus**, 54 Joyce Kilmer Avenue, Suite A145,  
Piscataway, NJ 08854-8045.

- E-mail Address: [dsoffice@rci.rutgers.edu](mailto:dsoffice@rci.rutgers.edu)
- Phone: (848) 445-6800 • Fax: (732) 445-3388
- <https://ods.rutgers.edu>

I look forward to talking with you soon to learn how I may be helpful in enhancing your academic success in this course.

**M. Lecture Schedule:** The following is an approximate lecture schedule. Project due-dates are tentative until confirmed. Assignments and readings represent the material to be covered during that class session. Students are expected to complete the readings and assignments on the syllabus prior to the class date on which they are listed.

**Note:** Several guest lecturers are being scheduled to share their first-hand experiences with surveys. The syllabus may be updated to reflect updates to their schedules.

Week #	Tentative Dates	Chapters/Topics	In-Class Material – Project Introductions
1	Sept. 5	Introductions: - Basic Elements of Survey Research  - Ch 1 Introduction to Survey Research  - Research Question and Review of the Literature	A-Types of Research and Classifying Variables 0%  B-Research Question and Hypotheses  Download Excel 2016; Excel's Analysis ToolPak
2	Sept. 12	Ch 2 - Types of Surveys  Ch 3 - Cover Letter and Survey Instrument	C-Literature Search ( <u>Allocate extra time for this assignment</u> )  D-Survey Administration Checklist; 0%  E-Oral Consent Script/Survey Cover Letter
3	Sept. 19	Ch 4 - Survey Question Construction; Work on Literature Search	<b>Guest Librarian Julie Peters - Information Literacy Session; Critique – (3:55 PM);</b>  Excel Checklist
4	Sept. 26	Ch 4 - Survey Question Construction (continued)	<u>F-Survey Design - First Submission</u>  <b>Guest – Sandy B. on Questionnaire Construction (4:00 PM); Critique</b>
5	Oct. 3	Ch 5 - The Quality of Measurement: Reliability and Validity <u>Excel's Data Analysis</u> <u>Note: If you have one, please bring your MAC (Excel 2016 is needed) or PC. Otherwise the PCs in the Carey Library can be used.</u>	G-Quiz on Validity and Reliability  H-Reliability Assessment  <b>Correlation (Ch 5)</b> and Video  <b>Meredith B. on Surveys and Unions (4:15 PM)</b>

6	Oct. 10	<p>Catch Up</p> <p><b>For the next class:</b></p> <p>1-If you have a PC or MAC, please download the Special Excel file for the Excel Workshop.</p> <p><u>2- Please watch the two YouTube videos on Pivot Tables.</u></p>	<p>Guest Binita Bhattacharya Surveys in the Corporate World – Critique TBD</p> <p>Excel, M-Statistical Analysis,.etc.</p> <p>Data Analysis Tutorial Introduction</p>
7	Oct. 17	<p>Please go to the Excel Resources Module:</p> <p>1-If you have a PC or MAC, please download the Special Excel file for the Excel Workshop.</p> <p><u>2- Please watch the two YouTube videos on Pivot Tables.</u></p>	<p><b>In-Class CTAAR Excel Workshop Guest Marcie A.; Critique (3:55 PM)</b></p>
8	Oct. 24	<p>Ch 6 - Pretesting and Pilot Testing;</p> <p>Ch 7- Selecting Samples: Probability Sampling</p>	<p>I.1-Pilot and Pretesting-Survey Design for Final Submission</p> <p>J-Choosing a Sample 0%</p> <p><b>Confidence Interval (Ch 7)</b></p>
9	Oct. 31	<p>Ch 8 – Nonprobability Sampling and Sampling Hard-to-Find Populations</p> <p>Ch 9 - Improving Response Rates and Retention</p> <p>Ch 10 - Technologies to Develop and Implement Surveys (TBD)</p>	<p>I-2 Survey Design Final Submission</p> <p>K-Improve Response Rate</p> <p><b>Descriptive Statistics (Ch 15)</b></p>
10	Nov.7	<p>Brainstorming/Needs Analysis for Alumni Survey</p>	<p>I-2 Final Design Submission</p> <p>L-Brainstorming/Needs Analysis</p> <p><b>Regression (Ch 15);</b></p> <p>DeBono's Hats</p> <p><b>L-1-Focus Group Project TBD</b></p>
11	Nov. 14	<p>Brainstorming/Needs Analysis for Alumni Survey (cont);</p> <p>Devise Alumni Surveys</p>	<p>M-Statistical Analysis</p> <p><b>ANOVA (Ch 15)</b></p>

12	Nov. 21	Qualtrics Workshop	<b>Guest Chris D. Qualtrics, 5:00 PM; Critique</b>
13	<b>Tuesday, Nov. 26</b>	<b>Change in Designation of Days:</b> Thursday classes meet on Tuesday Devise Alumni Surveys  <b>Time for Completing CTAAR Survey by cell phone</b>	<b>Guest Len G, Interviewing; Critique, 3:55 PM</b>  N-Alumni Survey O-Participation, Attendance and Student Profile
14	Dec. 5	- Responding to Societal Changes and Preparing for What Lies Ahead - Principles and Practices Related to Ethical Research - FAQ about Survey Methodology - Catchup - Epilogue	<b>Time for Completing CTAAR Survey by cell phone</b>  P-Project/Course Reflection Q-Guest Lecturers  <b>Note: No course materials will be accepted after the last day of class.</b>

**N. Attendance:** Attendance is of critical importance. It is essential to keep up with the class material. Attendance will be taken in each class, as participation, attendance and submitting the student profile count towards your final grade. If a student misses/will miss a class, then the student needs to send a courtesy e-mail message to the professor.

**O. Required:** Statistical software in Excel 2016 (or higher). Reading assignments must be completed prior to each lecture. **Communication Devices:** No communication devices (cell phones, palm pilots, beepers, pagers, etc.) can be used in the classroom.

**P. Academic Integrity:** All students are responsible for locating, reading, and abiding by the University Policy on Academic Integrity for Undergraduate and Graduate Students. The policy is available on-line at <http://cat.rutgers.edu/integrity/policy.html>

**Q. Recommendations:** Requests for recommendations must be made in writing after completion of the course.

## R. Communication:

1. **Rutgers uses the Canvas** course management system in this class.

2. **Canvas** To facilitate class learning, please access and print course documents needed for class from the course management system known as Canvas. If you need technical assistance at any time during the course or to report a problem with Canvas:

- Visit the [Canvas Student Tutorial](#).

Contact [Rutgers IT Help Desk](#), 877-361-1134, 24 hours a day, 7 days a week.

- Visit the [Rutgers Canvas Student Orientation](#)

## S. Student E-Mail and Phone Numbers:

- a. Please check your e-mail regularly, especially on the day of class, to learn if there are any changes in the class schedule, class requirements, or for other general announcements. If you have any problems with e-mail, then please contact your local RUCS helpdesk at [help@nbcs.rutgers.edu](mailto:help@nbcs.rutgers.edu)
- b. Students, also, have the responsibility to then inform the professor of any changes to their phone numbers (day and evening). Please use “37:575:404” or “38:578:604” in the Subject section to avoid being spammed. **Please sign your full name in all e-mail correspondence.**

**T. Study Groups:** Forming study groups will facilitate learning by keeping you focused, involved, and current in the course.

**U. Classroom Etiquette:** Common courtesy is expected at all times.

**V. Parking Impacts:** Special events may impact parking.

**W. University/Campus Closings:** 732-932-INFO (New Brunswick); <http://campusstatus.rutgers.edu>

## X. Excel and Data Analysis

**To access free Microsoft Office**, including Excel while a Rutgers student, please click go to the Rutgers Software Portal:

<https://oit.rutgers.edu/university-software-portal>

Students need to go to the link below and select the University Software Portal link. On the page that follows, they select Microsoft Software for Students. They will be prompted to log in using their NetId. Then follow the instructions for downloading and installing.

**Excel Work can be done at the library or the computer labs.** If you do not have a help option, then your version of Excel, Excel Light, or the student version, as well as open source software and Numbers do not have the Analysis Toolpak/Data Analysis.

**- PC users: Install the Excel Analysis ToolPak for additional statistical and analytical tools:**

- From the Office Button, select Excel Options and Add-Ins
- In the inactive application section, select Analysis ToolPak and hit GO and OK to install
- Use the Analysis ToolPak from the Data Ribbon, Data Analysis option  
The Analysis ToolPak includes histograms, regressions, sampling data, Fourier analysis, et. al, and also includes several randomization functions, such as RAND and RANDBETWEEN

- **MAC Users - Microsoft Excel 2016 Analysis ToolPak**

<https://support.office.com/en-sg/article/Load-the-Analysis-ToolPak-in-Excel-2016-for-Mac-617afc33-4af8-4530-b132-7b4e938890d0?ui=en-US&rs=en-SG&ad=SG&fromAR=1>

To download the Analysis ToolPak Add In: Go to Tools at the top toolbar in Excel; at the bottom of the list, please select “Excel Add-ins”; then select Analysis ToolPak” and click OK. Confirm by selecting Data; then Data Analysis.

## Y. Student-Wellness Services

### [Counseling, ADAP & Psychiatric Services \(CAPS\)](#)

**(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901**

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students’ efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy, and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

### [Violence Prevention & Victim Assistance \(VPVA\)](#)

**(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901**

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff, and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

### [Scarlet Listeners](#)

**(732) 247-5555**

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.

## **Notes:**

***It is critical that you always, always to back up your course documents***

***This course outline/syllabus is subject to change at the discretion of the instructor. No recording of any portion of a lecture/guest is permitted.***

***There is no Final Exam during Finals Week.***