RUTGERS UNIVERSITY
School of Management and Labor Relations
Creating and Administering Surveys
Course # 37:575:404:90 and 38:575:604:90, Asynchronous Online
Spring, 2026, V3
January 20, 2026 through May 04, 2026

Instructor Information

Assistant Teaching Professor: Sheila Lawrence, Ph.D.
Email: smlawren@smlr.rutgers.edu
Virtual Drop-In Hour: Thursdays, 5 PM to 6 PM, via Webex:
https://rutgers.webex.com/meet/smlawren
Virtual Office Hour: by Appointment (individually/groups)

Course Description

Welcome to ***Creating & Administering Surveys***. This course provides an 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, including correlation analysis and regression, using Excel.

Be sure to review each section of the Syllabus components below carefully. Select the Syllabus Navigation tab on the right top corner of Canvas, then select the section of the syllabus components you want to review.

Pre-requisites: There are no pre-requisites for this course.

Special Needs Accommodations

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 students with disabilities and accessibility of online information. If you require special accommodations for your learning activities please contact the Office of Disability Services (https://ods.rutgers.edu/). Should you require my assistance in facilitating the process, I will be happy to do so. Just let me know.

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

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

Student Health & Wellness Services

Service	Description	Contact Information
Student Accommodations	If you are a student in need of accommodations, please register with the **Office of Disability Services** in order to initiate the accommodations process. Please present your letter of accommodation to your instructor during the first week of the semester. Please note that accommodations are not retroactive.	(848) 445-6800 Lucy Stone Hall, Suite A 145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 https://ods.rutgers.edu/
Just In Case Web App	Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.	http://health.rutgers.edu/medical-counseling-services/counseling/caps-next-step/
Counseling, ADAP & Psychiatric Services (CAPS)	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.	(848) 932-7884 17 Senior Street, New Brunswick, NJ 08901 www.rhscaps.rutgers.edu/ Medical Services: http://health.rutgers.edu/medical- counseling-services/medical/ Counseling Services: http://health.rutgers.edu/medical-counseling-services/counseling/
Violence Prevention & Victim Assistance (VPVA)	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.	(848) 932-1181 3 Bartlett Street New Brunswick, NJ 08901 www.vpva.rutgers.edu/
Scarlet Listeners	Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.	(732) 247-5555 scarlet.listeners@gmail.com https://scarletlisteners.wixsite.com/scarletlisteners
		Last Updated: 7-26-2025

Course Delivery Format and Virtual Drop In and Virtual Office Hour Sessions

This course runs from January 20, 2026 through May 04, 2026. It is delivered ***entirely*** online through the Learning Management System, Canvas. There will be no Face-to-Face, in-person classroom sessions, except for an optional Virtual Drop In or Office Hour Webex sessions https://rutgers.webex.com/meet/smlawren

The course is delivered in ***asynchronous*** mode. This means the learning activities and communication takes place outside of real-time. You do not have to log in at any specific scheduled time; you log in at your convenience. However, there may be times, if you are working in groups on an assignment, you would need to set up a "live" session via Webex.

Note: Even though you do not need to log in at any specific time, **you are required to adhere to all course work due dates.**

If you are new to Canvas, review the tutorials in Course Tools Tutorials, in the Modules section of the course Canvas site.

Virtual Drop-In Sessions

- Thursdays, 5:00 PM to 6 PM through WebEx. If you are new to WebEx, please review the tutorials on Course Tools Tutorials. https://rutgers.webex.com/meet/smlawren

For the virtual drop-in sessions, all project and Excel questions, brainstorming ideas on issues at Rutgers or at your jobs or internships, etc. are welcome.

Although the virtual drop-in sessions are not mandatory, I highly encourage you to attend.

Virtual Office Hour Session

I am also available for a private or group WebEx office hour sessions as needed, for example, with regard to the Excel/Data Analysis assignments. https://rutgers.webex.com/meet/smlawren

Course Structure

This course is structured in a weekly module format. Each week **starts on a Monday and ends on a Sunday.** Exceptions are the 1st week which starts on Tuesday and the last week ending on Tuesday. The weekly activities are noted in the Modules section under the corresponding **To Do** pages. The course is divided into **14 Modules, from January 20, 2026 through May 04, 2026**. The Modules are labeled as: **Week # (Dates): Topic.** Each module is comprised of:

- Introduction of the topic for that Module
- Learning Objectives for that Module
- Learning Materials:
  - Readings (PDFs, links to website articles, other)
  - Multimedia (lectures, interviews, podcasts, videos, or other)
- Learning Activities:
  - Discussion Forums. Discussion Forums end on the Sunday of the Module. You can access the forums after the end date but you will not be able to contribute to the forum after the end date.
  - Assignment (There may not be an assignment for every Module)
- Assessments:
  - A list of the learning activities that are assessed (graded) for that Module

To view and access the weekly To Do items in this course's Canvas site, select the Module you wish to view and open the To Do page.

Course Learning Objectives

By the end of the course, you should be able to implement the steps of the survey design process.

SMLR Learning Objectives

1. (37:575:404:90) *Labor Studies and Employment Relations Department*:

Goal II) Quantitative, Qualitative and Analytical Skills

Apply appropriate quantitative and qualitative methods for research workplace issues.

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

Goal III) Research Skills

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.

- Use evidence-based analysis to appraise the validity of various hypotheses, theories, and approaches to workplace issues

2. Course Objectives (38-578-604-90)

Goal II) Quantitative Skills

Apply appropriate quantitative and qualitative methods for analyzing employment relations or workplace issues.

- Analyze employment relations or workplace issues using appropriate methods: qualitative, quantitative or a combination of the two

Goal III) Research Skills

Demonstrate an ability to collect, analyze and synthesize information to make logical and informed decisions. Use evidence to evaluate hypotheses, theories and approaches to employment relations or workplace issues.

- Employ current technologies to access information, to conduct research, and to communicate findings
- Evaluate the quality and relevance of evidence and research findings
- Use evidence-based analysis to appraise the validity of various hypotheses, theories, and approaches to workplace issues

Goal VII) Professional Development

Demonstrate an ability to interact with and influence others in a professional manner, and to effectively present ideas and recommendations.

- Demonstrate lifelong personal & professional development skills

Note: The principles of diversity, equity and inclusion are, also, being addressed.

Course Materials

Textbook

- **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. You will need to purchase this text.

Software

- Excel 2016 or higher - you can download from the Rutgers University Software Portal (free).
- Excel and Data Analysis (Analysis ToolPak)

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 2016 or higher must be used in the course.
- ✓ To download the **Analysis ToolPak**:
  - for Macs - https://www.youtube.com/watch?v=B6OfD-nXFUk
  - for PCs - https://www.youtube.com/watch?v=BFksczTOxsM

If you do not have a help option on your Excel, then your version of Excel, Excel Light, or The student version, as well as open-sourced software and Numbers, Google Drive, or Google Sheets, then you do not have the Analysis Toolpak/Data Analysis.

If you are unable to download the Analysis ToolPak, either:

1. Please contact OIT to see if the Analysis ToolPak is available on your MacBook, or is memory an issue? Their number is 833-OIT-HELP.
2. If that does not work out, contact 833-OIT-HELP about the virtual lab so that you can remotely control a Rutgers desktop in order to access Excel 2016 or higher.

Supplemental Course Materials

- Other course materials, such as web articles, PDFs, and/or Multimedia are noted in the weekly Modules under the corresponding week's To Do page. These supplemental course materials are provided to you; you do not need to purchase them. Additional course materials may be distributed throughout the semester as needed.

Computer & Other Technology Tools Requirements

- Access to the internet
- Microsoft Word (or other word processing application)
- Microsoft PowerPoint (or other presentation application)
- Webcam (optional)
- Headphones (recommended)
- Reliable computer
- Basic Computer Specifications for Canvas
- Excel 2016 or higher

For convenience, you can also download/install the Canvas Student App for Android or iOS devices. Follow the instruction on the respective app centers:

- Canvas Student App for Android
- Canvas Student App for iOS

Technical Support & Canvas Tutorials

If you are new to Canvas or need a refresher tutorial, visit:

- Getting Started In Canvas for Students

If you need technical assistance at any time during the course or to report a problem with Canvas:

- Contact Rutgers IT Help Desk 833-648-4357, email help@oit.rutgers.edu, accessible 24 hours a day, 7 days a week.
- Refer to the Canvas Student Tutorial
- View tutorials at Course Tools Tutorials (in the Modules section of this course site in Canvas)
- Click the Help tab in the red navigation menu on bottom left of your Canvas course site

Course Topics & Reading Schedule

- Week 1 (January 20 - 25): Course Storyboard, Basic Elements of Survey Research (Chapter 0A)
- Week 2 (January 26 – February 01): Chapter 0B & Chapter 1, Research Question, Hypothesis, Survey Research
- Week 3 (February 02 - 08): Chapters 2 & 3, Types of Surveys, Cover Letter, Survey Instrument, Information Literacy
- Week 4 (February 09 – 15): Continued Work on Information Literacy
- Week 5 (February 16 – 22): Chapter 4, Survey Questions, Work on Literature Search
- Week 6 (February 23 – March 01): Continued Work on Survey Question Construction
- Week 7 (March 02 - 08): Chapter 5, The Quality of Measurement, Reliability & Validity
- Week 8 (March 09 – 13): Chapter 6, Pretesting and Pilot Testing
- **Spring Break: March 14 - 22**
- Week 9 (March 23 - 29): Chapters 7 & 8, Probability and Non-Probability Sampling
- Week 10 (March 30 – April 05): Qualtrics Workshop
- Week 11 (April 06 - 12): Excel/Pivot Table Workshop
- Week 12 (April 13 – 19): Chapter 9, Improving Response Rates & Retention
- Week 13 (April 20 – 26): Focus Group Workshop
- Week 14 (April 27 – May 04): Course Wrap Up, Catch Up Week

Notes:

- Detailed description of topics, list of readings, videos, assignments, and other learning activities are noted in the Canvas course site. You will have access on or a few days prior to the start of the semester.
- **Submissions directly to Canvas are considered in final form.**
- **There are no assignment do-overs.**

Regarding Grades:

- **Grades on Canvas are only based on submitted and graded work.**

Concerns about a graded assignment must be brought to the instructor **within 7 days** of receiving the grade. Assignment grades are finalized after this 7-day period. The instructor may make exceptions in cases of extended illness or other emergency.

- Grades on Canvas will be updated regularly; if you notice any discrepancies or have questions, please do not wait until the end of the semester – please let your instructor know right away.
- Please do not ask me to round up any score(s), as I must be fair to all my students.

Grading Scale

Letter Grade	Points Range
A	90 – 100
B+	85 – 89.99
B	80 – 84.99
C+	75 – 79.99
C	70 – 74.99
D+	60 – 69.99
F	Less than 60

The next table lists all the assignments and discussions that will be assessed (graded). All assignments and discussions are graded out of 100. The percentage of the points towards your final grade are indicated in the "weight of grade" column.

Read Text Chapter & Watch Videos	Assessment Type	Weight of Grade	Week Due (Sorted by Target Class #)
0	Discussion 1: Meet Your Learning Community	2%	2
0	Types of Research & Classifying Variables	2%	2
0	Discussion 2: Potential Topics for Survey Research	2%	3
1	Research Question and Hypotheses	5%	3
3	Survey Cover Letter	2%	4
0	Discussion 4: James Carey Library - Information Literacy	2%	4
0	Information Literacy Assignment	10%	5
4	Survey Design: Submission #0 - Draft	0%	5
4	Survey Design: Submission #1	10%	6
Supplementary	Discussion 7: Course at the Midpoint	2%	7
5	Reliability: Cronbach's Alpha and Excel Data Analysis - Correlation	8%	7
5	Assessing Validity	4%	8
7	Excel Data Analysis - Descriptive Statistics	3%	8
6	Team of 3 Required: Pilot and Pretesting	6%	9
4	Survey Design: Submission #2	10%	9
9	Excel Data Analysis - Regression	3%	10
4	Team of 1 or 2: Another Survey Opportunity	10%	10
10	Discussion 10: Qualtrics Workshop	2%	11
10	Qualtrics Project (re: Submission #2, with revisions and from Pilot & Pretesting)	10%	11
Supplementary	Excel Pivot Table Analysis	3%	12
Supplementary	Discussion 13: Focus Group Workshop	2%	13
Supplementary	Discussion 12: Impact of the Course	2%	14
	Total	**100%**	

Course Policies and Procedures

Academic Integrity

Rutgers University takes academic dishonesty very seriously. By enrolling in this course, you assume responsibility for familiarizing yourself with the Rutgers University Academic Integrity Policy before submitting any assignment or exam. The policy can be found at: http://nbacademicintegrity.rutgers.edu/

All students should conduct themselves with the highest standards of academic honesty. Examples of academic dishonesty include: copying others' written work, not citing sources, and submitting the same assignments/papers multiple times in different courses. All incidences of questionable academic integrity are a serious matter and may result in a no grade (0.0) for the assignment or course.

Academic dishonesty will not be tolerated and will be treated in accordance with Rutgers University Academic Integrity Policy.

Expectations

- Engage with all online course material
- Complete all assigned readings and assignments on time
- Actively participate in all course activities, including online discussions.
- Follow the honor code when completing all quizzes and projects
- Ask questions to enhance understanding of the material
- Communicate with the instructor if you have questions pertaining to the material or the course
- Check your email and Canvas announcements regularly to stay informed about course updates

Policy on the Use of Generative AI in the Course (PROHIBITING ITS USE)

Generative AI tools, such as ChatGPT, GPT-4, DALL.E and other AI-based content creation platforms, are strictly prohibited in the coursework, assignments, and assessments unless otherwise specified by the instructor. This prohibition does not extend to AI-powered tools commonly used for proofreading, grammar correction, accessibility checks, Microsoft Word's grammar correction tool, Grammarly, Turnitin Draft Coach and Google. Violations of this policy will be treated as academic dishonesty, in accordance with the Rutgers' Academic Integrity Policy on plagiarism and cheating.

Plagiarism

By enrolling in this course, you are implicitly indicating that you have read, understood, and accepted Rutgers University's policies and procedures regarding academic integrity and dishonesty. Plagiarism and cheating will not be tolerated and all University policies apply. Specifically, if plagiarism or cheating is suspected, the student(s) will be asked to meet with the instructor. If the instructor concludes that an instance of plagiarism or cheating has occurred, the student(s) will be subject to an appropriate sanction or penalty outlined in Rutgers University Academic Integrity Policy.

Please note that plagiarism is using the ideas or writings of another as one's own. It varies in degree and severity. The most severe is the use of another's entire paper word-for-word. Less severe is the use of another's sentence, paragraph, or ideas without giving credit to that individual (i.e., without providing a reference).

Recommendations

Some students will need recommendations for employment, internship, etc. Here are the guidelines to requesting a recommendation letter:

- Requests for a recommendation letter must be made "in writing" after completion of the course. Requests should include the purpose (graduate school, employment, internship, etc.) and the deadline.
- Please be courteous. Do not provide my e-mail address without my consent as I will need pertinent background information.

Student Responsibilities

Online learning requires a high level of discipline, dedication, and time management skills. While online learning offers you flexibility and convenience to learn from anyplace, anytime, *you are still expected to* ***adhere to all due dates****.*

You are expected to:

- Have access to a reliable computer, and access to the Internet
- Log in to Canvas for your course daily
- Check for any announcements, update to the syllabus, assignments, and/or discussions and respond accordingly
- Actively participate in each Discussion Forum
- Complete the assigned readings and/or media
- Complete the assigned projects
- Adhere to all due dates

In Case of Computer Failure:

- Make sure you have an alternative plan to access your Canvas course site in case your computer crashes or breaks.

Always backup your course documents (assignments, discussion posts) to an external device, such as a flash drive, attachment to an e-mail message, etc.

There is no final exam during Finals Week.
This course outline/syllabus is subject to change at the discretion of the instructor.

You are encouraged to retain a copy of the syllabus for future purposes
(e.g., for transfer credits, career options, and graduate school prerequisites.)