

RUTGERS UNIVERSITY
School of Management and Labor Relations
Creating and Administering Surveys
Course # 37:575:404:01 and 38:575:604:01, Asynchronous Online
Spring, 2022
January 18, 2022 through May 11, 2022

Instructor Information

Professor Sheila Lawrence, Ph.D.

Email: smlawren@smlr.rutgers.edu

Virtual Drop In Hour: Wednesdays, 5 PM to 6 PM (EST), through

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/) (<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>

Syllabus 37-575-404 & 38-578-604, Creating & Administering Surveys, Spring 2022 –
S. M. Lawrence, V5

Student Health & Wellness Services

Rutgers provides several resources to assist students who may be experiencing distress or mental health concerns. The following are some of the resources that are available to you if you need them.

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.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / www.rhscaps.rutgers.edu/

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 / www.vpva.rutgers.edu/

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.

Course Delivery Format

This course runs from January 18, 2022 through May 11, 2022. 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're working in groups on an assignment, you would need to set up a "live" session via Webex.

Note: Even though you don't 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 Session

- Wednesdays, 5:00 PM to 6 PM (Eastern Standard Time) 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, 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 Excel/Data Analysis. <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 **15 Modules, from January 18, 2022 through May 11, 2022**. 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 won't 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.

Course Learning Objectives for: 37:575:404

- 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).

Course Learning Objectives for: 38:578:604

- 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.

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 \(free\)](#).

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 pages. 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 & Schedule

- Week 1 (January 18 – 23): Course story board, Basic Elements of Survey Research (Chapter 0A)
- Week 2 (January 24 – 30): Chapter 0B & Chapter 1, Research Question, Hypothesis, Survey Research
- Week 3 (January 31 – February 6): Chapters 2 & 3, Types of Surveys, Cover Letter, Survey Instrument
- Week 4 (February 7 – 13): Continued Work on Literature Search
- Week 5 (February 14 – 20): Chapter 4, Survey Questions, Work on Literature Search
- Week 6 (February 21 – 27): Continued Work on Survey Question Construction
- Week 7 (February 28 – March 6): Chapter 5, The Quality of Measurement, Reliability & Validity
- Week 8 (March 7 – 13): Chapter 6, Pretesting and Pilot Testing
- **Spring Break: March 12 - 20**
- Week 9 (March 21 – 27): Chapter 7 & 8, Probability and Non-Probability Sampling
- Week 10 (March 28 – April 3): Qualtrics Workshop
- Week 11 (April 4 – 10): Excel/Pivot Table Workshop
- Week 12 (April 11 – 17): Focus Group Workshop
- Week 13 (April 18 – 24): Surveys in the Corporation Workshop
- Week 14 (April 25 – May 1): Chapter 9, Improving Response Rates & Retention
- Week 15 (May 2 – May 11): Course Wrap Up, Catching up Week

Note: 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 (January 18).

Assessment Components

All assignments are to be uploaded to their respective Canvas assignment submission portal per the respective due date.

5	Assignment	Weight of Grade	Sorted by Target Class #
0	Types of Research & Classifying Variables	1%	1
1	Research Question and Hypotheses	6%	2
0	Discussion - Self-Introduction	2%	3
0	Discussion - Topics for Survey Research	2%	4
3	Survey Cover Letter	2%	4
3	Discussion: Literature Search	2%	4
3	Market Research Assignment	2%	5
3	Discussion - Market Research	2%	5
0	Literature Search	10%	5
4	Survey Design: Submission #1	10%	6
5	Assessing Reliability	4%	7
5	Chronbach's Alpha & <u>Excel Data Analysis</u> Correlation	4%	7
6	Pilot and Pretesting	6%	8
4,6	Survey Design: Submission #2	10%	9
--	Discussion - Course at the Midpoint	2%	9
7	<u>Excel Data Analysis</u> - Descriptive Statistics	3%	9
9	<u>Excel Data Analysis</u> - Regression	3%	10
4	SMLR Student Survey	10%	10
10	Discussion - Qualtrics Workshop	2%	11
10	Qualtrics Project	8%	11
--	Discussion - Excel Pivot Table Workshop	1%	12
--	<u>Excel</u> Pivot Table Analysis	3%	12
--	Discussion - Focus Group	2%	13
--	Discussion - Interview TBD	1%	13
--	Discussion - Course Reflection	2%	14
	Total	100%	

Grading Scale

Letter Grade	Points Range
A	90 – 100
B+	85 – 89
B	80 – 84
C+	75 – 79
C	70 – 74
D+	60 – 69
F	Less than 60

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 the 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 on a daily basis
- 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.

Rutgers Academic Integrity

Be sure to read and abide by [Rutgers University Academic Integrity Policy](#)

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