

RUTGERS UNIVERSITY
School of Management and Labor Relations
Creating and Administrating Surveys
Course # 37:575:404:T1 and 38:575:604:T1, Asynchronous Online
Summer 2022
May 31, 2022 through August 17, 2022

Instructor Information

Professor Sheila Lawrence, Ph.D.

Email: smlawren@smlr.rutgers.edu

Virtual Drop In Hour: **Thursdays**, 5 PM to 6 PM (DST), 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, Summer 2022 –
S. M. Lawrence, V6

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 May 31, 2022 through August 17, 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 for Office Hours via Webex sessions: <https://rutgers.webex.com/meet/smlawren>

The course is delivered in *asynchronous* mode. This means the learning activities and communication take 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

- **Thursdays, 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 **12 Modules, from May 31, 2022 through August 17, 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.

Knowledge of Theory, Practice and Application

Understanding Context - Evaluate the context of workplace issues, public policies, and management decisions (Goal V)

- Analyze the degree to which forms of human difference shape a person's experience of and perspectives on work
- Analyze a contemporary global issue in their field from a multi-disciplinary and intersectional perspective
- Analyze issues related to business strategies, organizational structures, and work systems
- Analyze issues of social justice related to work across local and global contexts (LSER)
- Analyze issues related to the selection, motivation, and development of talent in a local and global context (HRM)

Professional Development

Professional Development – Demonstrate an ability to interact with and influence others in a professional manner, and to effectively present ideas and recommendations (Goal VII)

- Develop effective presentation skills appropriate for different settings and audiences
- Develop career management skills to navigate one's career
- Develop capabilities to work and lead in a multicultural and diverse environment
- Work productively in teams, in social networks, and on an individual basis
- Develop cultural agility competencies
- Demonstrate lifelong personal and professional development skills

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

- The Modules are as follows and may be impacted by guest availability:
 - Week 1 (May 31 - June 5): Story Board Overview, Chapter 0A Basic Elements of Survey Research
 - Week 2 (June 6 - 12): Chapter 0B & Chapter 1, Research Question, Hypothesis, Survey Research
 - Week 3 (June 13 - 19): Chapters 2 & 3, Types of Surveys, Cover Letter, Survey Instrument, Information Literacy
 - Week 4 (June 20 - 26): Continued Work on Literature Search; Market Research
 - Week 5 (June 27 - July 3): Chapter 4, Survey Question Construction
 - Week 6 (July 4 - 10): Continued Work on Survey Question Construction
 - Week 7 (July 11 - 17): Chapter 5, The Quality of Measurement, Reliability & Validity
 - Week 8 (July 18 - 24): Chapter 6, Pretesting and Pilot Testing
 - Week 9 (July 25 - 31): Chapter 7 & 8, Probability and Non-Probability Sampling
 - Week 10 (August 1 - 7): Qualtrics Workshop
 - Week 11 (August 8 - 14): Chapter 9, Improving Response Rates & Retention
 - Week 12 (August 15 - 17) Catching Up

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 (May 31).

Assessment Components

The table below 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.

<i>Text Chapter</i>	<i>Assessment Type</i>	<i>Weight</i>
0	Types of Research & Classifying Variables	
0	Week 1 Discussion: Self-Introduction	
1	Research Question and Hypotheses	
0	Week 2 Discussion: Topics for Survey Research	
3	Survey Cover Letter	
0	Discussion Forum 4: SMLR James Carey Library Director - Ask the Expert	
4	Market Research Assignment	
0	Literature Search	
Not Textbook Related	Week 6 Discussion: Course at the Midpoint	
4	Survey Design: Submission #1	
5	Assessing Validity	
5	Reliability: Chronbach's Alpha and <i>Excel Data Analysis - Correlation</i>	
6	Pilot and Pretesting	
4 & 6	Survey Design: Submission #2	
7	<i>Excel Data Analysis - Descriptive Statistics</i>	
9	<i>Excel Data Analysis - Regression</i>	
4	<i>SMLR Student Survey</i>	
10	Week 10 Discussion: Qualtrics Workshop	
10	Qualtrics Project (based on Submission #2, with revisions)	
Non textbook related	Week 11 Discussion: Course Reflection	
Non textbook related	Catching Up	

	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.

