

Brief Syllabus
38:578:404 Creating and Administering Surveys

Course Description:

Issues for online, mail, telephone, and in-person surveys given their intended use. Samples; item construction; scaling; measurement validity & reliability; improving response rates; ethical research.

Important Information: This course is one of several that fulfills the research methods requirement in the BS in Labor and Employment Relations major. It also counts as an “advanced course” in the Labor Studies and Employment Relations major. It is open to non-majors as well as majors; there are no pre-requisites.

Learning Objectives. The student is able to:

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).

Assessment of student success in meeting learning objectives:

Assessment will be based both on assignments and questions on exams.