

Fall 2016 Syllabus

A. 37:575:404:01 Creating and Administering Surveys

B. 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.

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: Mondays, 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@scarletmail.rutgers.edu

G. Office Hours: In the James Carey Library, in the building, prior to class from 2:30-3:30 PM, after class or by appointment.

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. **Human Subjects Certification** – Students will earn their human subjects certification, an effective resume-builder, through the Institutional Review Board (IRB). Certification for IBR (Report ID 19037103) was awarded to me on March 15, 2016 through the Collaborative Institutional Training Initiative (CITI Program) here at Rutgers.

Note: All assignments are to be uploaded to the Assignments Folder and are to be submitted in paper form per the respective due date.

Group Work can be done individually if requested.

Sorted by Order of Introduction	Assignment	Group and/or Individual	In-Class and/or at Home	Weight of Grade	Target Due Dates
A	Types of Research and Classifying Variables	Individual/Pairs	Both	0%	09/12/16
B	RFP (Request for Proposal): Background, Rationale, Challenges & Opportunities: Scope, Deliverables - First Draft	Individual/Pairs	Both	10%	10/03/16
C	Literature Search	Individual/Pairs	Both	10%	10/10/16
D	Survey Cover Letter	Individual/Pairs	In-Class	5%	10/10/16
E	Survey Design: First Submission	Individual/Pairs	Both	20%	10/17/16
F	Validity and Reliability	Individual	In-Class	5%	10/03/16
G	Mock Interviews	Group	In-Class	5%	10/24/16
H	Focus Group	TBD	In-Class	5%	11/21/16
I	Survey Testing: Revised Survey & Initial Results	Individual/Pairs	Both	10%	11/14/16
J	Survey Implementation & Final Results with Recommendations	Individual/Pairs	Both	20%	12/05/16
K	Project Readouts: - Presentation by grad students	Individual/Pairs	In-Class	4%	12/12/16
L	Guest Lecturers	Individual	In-Class	6%	TBD
	Total			100%	

Note: All assignments are to be uploaded to the Assignments Folder and are to be submitted in paper form per the respective due date.					
Group Work can be done individually if requested.					
Sorted by Target Due Dates	Assignment	Group and/or Individual	In-Class and/or at Home	Weight of Grade	Order of Introduction
09/12/16	Types of Research and Classifying Variables	Individual/Pairs	Both	0%	A
10/03/16	Validity and Reliability	Individual	In-Class	5%	F
10/03/16	RFP (Request for Proposal): Background, Rationale, Challenges & Opportunities: Scope, Deliverables - First Draft	Individual/Pairs	Both	10%	B
10/10/16	Literature Search	Individual/Pairs	Both	10%	C
10/10/16	Survey Cover Letter	Individual/Pairs	In-Class	5%	D
10/17/16	Survey Design: First Submission	Individual/Pairs	Both	20%	E
10/24/16	Mock Interviews	Group	In-Class	5%	G
11/14/16	Survey Testing: Revised Survey & Initial Results	Individual/Pairs	Both	10%	I
11/21/16	Focus Group	TBD	In-Class	5%	H
12/05/16	Survey Implementation & Final Results with Recommendations	Individual/Pairs	Both	20%	J
12/12/16	Project Readouts: - Presentation by grad students	Individual/Pairs	In-Class	4%	K
TBD	Guest Lecturers	Individual	In-Class	6%	L
	Total			100%	

J. 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:

K. Grades: Detailed project specifications are under separate cover. Please post final documents onto the Assignments Folder on Sakai.

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

Posting of Grades: please check MyRutgers for your final grades.

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

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. Here are the particulars:

[Lucy Stone Hall](#), Livingston Campus, 54 Joyce Kilmer Ave., Suite A145, Piscataway, NJ 08854-8045

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

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 experience with surveys.

Week #	Tentative Dates	Chapters/Topics	In-Class Material/Projects
1	Sept. 12	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; B-RFP (Request for Proposal)
2	Sept. 19	Ch 2 - Types of Surveys Ch 3 - Cover Letter and Survey Instrument	Guest Librarian Julie Peters – (at start of class) Information Literacy Session C-Literature Search D-Survey Cover Letter
3	Sept. 26	Ch 4 - Survey Question Construction	E-Survey Design; Excel Checklist
4	Oct. 3	Ch 5 - The Quality of Measurement: Reliability and Validity Ch 6 - Pretesting and Pilot Testing Ch 7- Selecting Samples: Probability Sampling	F-Quiz on Validity and Reliability; Correlation (Ch 5) Confidence Interval (Ch 7) Tutorial
5	Oct. 10	Please go to Sakai under Resources under Guest Lecturers, CTAAR Excel Workshop. If you have a PC or MAC, please download the Special Excel file for the Excel Workshop. Please watch the two YouTube videos on Pivot Tables.	In-Class CTAAR Excel Workshop Guest Marcie Anzperger In-class group activity

6	Oct. 17	--	Interviewing Guest Len Garrison G-Interviewing In-class group activity
7	Oct. 24	Ch 8 - Nonprobability Sampling and Sampling Hard-to-Find Populations Ch 9 - Improving Response Rates and Retention	Guest Janice Ballou (3:55 start)
8	Oct. 31	Excel's Data Analysis <i>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.</i> Ch 10 - Technologies to Develop and Implement Surveys Ch 11 - Data Collection	Regression (Ch 15)
9	Nov. 7	--	Focus Groups Guest Lynn Agre H-Focus groups In-class group activity
10	Nov. 14	Ch 12 - Data Entry Ch 13 - Data Cleaning	Focus Groups Guest Lynn Agre (cont) ANOVA (Ch 15); I-Revised survey and initial results
11	Nov. 21	Group Project Status; Excel Feedback Ch 14 - Data Analysis for Reporting	Overview of Qualtrics
12	Nov. 28	Ch 15 - More Advanced Data Analysis - Telephone Surveys - Web Surveys (time permitting)	Guest Binita Bhattacharya, Pharmaceutical Survey Research
13	Dec. 5	Ch 16 - Data Archiving - Time for Completing CTAAR Survey by cell phone	J-Survey Final Results - Mail Surveys; - Mixed Mode Surveys (time permitting)
14	Dec. 12	- Responding to Societal Changes and Preparing for What Lies Ahead - Principles and Practices Related to Ethical Research - FAQ about Survey Methodology - Catchup - Epilogue	- Time for Completing CTAAR Survey by cell phone; K- Presentations/Papers Note: No course materials will be accepted after the last day of class.

N. Attendance: Attendance is of critical importance. It is essential to keep up with the class material. Attendance will be taken in each class. 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 2007 (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. NETID Needed

Rutgers uses the Sakai system. In order to use this system, you must have a NETID and PW. A NETID is an account on one of the main systems at Rutgers.

- **If you have a NETID**, you can currently ensure that you will be able to login to the system.

- **If you do not have a NETID**, please use the following page to attain one: <http://netid.rutgers.edu/>

- **If you have any problems**, please contact your local RUCS Help Desk. You can reach them at help@nbcs.rutgers.edu or 732-445-Help+

2. Sakai

To facilitate class learning, please access and print course documents needed for class from the course management system known as Sakai. Course documents are posted in folders under Resources.

Quick Start for Sakai:

<https://sakai.rutgers.edu/access/content/public/quickmember.html>

Sakai website:

<http://sakai.rutgers.edu/portal>

If you do not see this course listed, then the site is likely in the "More" dropdown box to the right of your tabs. You can rearrange the order of your sites or hide sites from previous semesters by using the Preference tool in My Workspace and clicking on the "Customize Tabs" action button.

S. Student E-Mail and Phone Numbers:

a. A student can forward mail from his/her Rutgers e-mail address to a preferred e-mail address. Go to <http://www.eden.rutgers.edu/tools.php> and click on forwarding. Enter your NetID and PW. Then fill in your preferred e-mail address.

Cautions: Hotmail has problems with e-mails with attachments. Also, some corporations spam e-mails with attachments.

- If you have any problems, please contact your local RUCS helpdesk at 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"** in the Subject section to avoid being spammed. **Please sign your full name in all e-mail correspondence.**

DO NOT REPLY ALL or Select ALL: Sakai Mail Tool; If you click on Select ALL or Reply ALL, then every department staff member, instructors, teaching assistants and registered students associated with the course, will receive your correspondence.

c. 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.

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

- **PC Users:** If you do not have a help option, your version of Excel, Excel Light, as well as open source software does not have Data analysis.

- Additional suggestions:

Purchase Microsoft Office and Windows software at University discount prices on

- <http://software.rutgers.edu>
- Log in with your RU NetID
- On the panel on the right, select MS Software for Personal Use, scroll down to view the Microsoft offerings
- You can pay with a personal check or credit card

For PC: Install the Excel Analysis Pack for additional statistical and analytical tools

- From the Office Button, select Excel Options and Add-Ins
- In the inactive application section, select Analysis Tool Pack and hit GO and OK to install
- Use the Analysis Tool Pack from the Data Ribbon, Data Analysis option

The Analysis Tool Pack 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> here is the link on how to use the ToolPak with Excel 2016

- To upgrade to Office 2016
 For Home and Office 365 Go to the Office My Account page. Click Language and install options. Click Additional install options. Open the Version drop-down menu and select the 32-bit or 64-bit Office 2016 Preview. This will install the Office 2016 Preview on your device. You will stay on the Office 2016 Preview track until you uninstall the Office 2016 Preview or until Office 2016 is released.

Y. Student-Wellness Services:

Just In Case Web App

<http://codu.co/cee05e>

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/ 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 / 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.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

The Office of Disability Services works with students with a documented disability to determine the eligibility of reasonable accommodations, facilitates and coordinates those accommodations when applicable, and lastly engages with the Rutgers community at large to provide and connect students to appropriate resources.

Scarlet Listeners

(732) 247-5555 / <http://www.scarletlisteners.com/>

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

Note: This course outline/syllabus is subject to change at the discretion of the instructor.