

“Preparing Professionals for Changing Educational Contexts”

Department of Educational Psychology & Higher Education  
College of Education, University of Nevada, Las Vegas

Educational Psychology 710  
Survey Research Methods  
Fall 2016  
3 Credit Hours  
Online Education  
Section 1001

### **INSTRUCTOR DETAILS**

Instructor Name:

Instructor Office:

Instructor Phone:

Instructor Email:

### **COURSE INTRODUCTION**

Surveys are among the most common data collection methods that educational researchers, psychologists, and other social scientists employ. This course is designed to provide students with the opportunity to learn, practice, and develop the knowledge and skills associated with responsible survey research.

In this course, students will experience the survey process first hand by designing, implementing, and analyzing their own survey on a topic of their choosing (instructor approval is required). This broad, hands-on approach will provide a supervised environment in which students can gain practical experience in creating and using surveys in research.

### **REQUIRED MATERIALS**

Fowler, F.J.Jr. (2014). *Survey Research Methods* (5<sup>th</sup> ed.). Thousand Oaks, CA: Sage.

### **CLASS FORMAT**

This is an on-line class, which covers a challenging topic. You must be able to self-regulate your own learning to a significant degree because you will not have the face-to-face support you would have in a traditional course.

This class is organized as a series of three learning modules. Each module incorporates readings from the textbook and other sources, lectures in the form of power point slides with accompanying audio, elements related to the final project, and, for the first two modules, an exam. The final module does not include an exam, rather the Scale Development Project will be due at

the end of that module. Modules may have additional materials as noted on the Module Schedule.

Module 1 content will be available Monday, 29 August 2016. Module 2 content will be available Monday 26 September 2016. Module 3 content will be available Monday 24 October 2016.

Exams will be available beginning at 12:00 (pacific) noon on Thursday of the assigned week and will be available through 12:00 noon (pacific) on Sunday of the assigned week.

For each module, students are expected to 1) view the presentations; 2) read the assigned textbook chapter or pages or other reading assignment; 3) complete and submit Scale Development Project assignments, 4) attend to any additional requirements as listed on the Module Schedule, and 5) complete the Module exam (Modules 1 and 2 only).

Students may, and in fact are encouraged to, study together for the exams, but students must take each exam by themselves without help from other students or coaches. All exams are open book and open note.

## **ASSESSMENT**

- Two Exams
  - The exams are designed to summatively assess understanding of course content.
  - The exams will include a mix of multiple choice and open response items.
  - Although the exams are not, strictly speaking, cumulative, the material—by its very nature—is. Therefore, it is critical to thoroughly understand the concepts for each section in order that you may continue to progress satisfactorily through the course content.
  - Exams will be available for a 60-hour period beginning at noon (pacific) on the Thursday of an exam week and ending at noon (pacific) on the Sunday of an exam week. Please arrange your schedule to permit sufficient time to complete exams within the 60-hour window.
  - Specific details related to exams will be provided via Web Campus Announcements.
  - Exam scores accounts for 40% of the final grade.
- Practice Exam
  - A practice exam will be made available Thursday, 15 September 2016 beginning at noon (pacific). It will be available until noon (pacific) Sunday, 18 September 2016. The practice exam is designed to:
    - give students the opportunity to become familiar with the assessment features of Web Campus and
    - afford students with experience related to how course content will be assessed in exams.

- Feedback on the practice exam will be provided.
- Students are required to attempt the practice exam. The practice exam contributes 5% to the final grade (performance on the practice exam is irrelevant – the 5% allotted to the practice exam is awarded with a good-faith attempt).
- Scale Development Project
  - Students will select a topic for which they will create a scale (survey). The details of the Scale Development Project are available in the Scale Development Project folder in Web Campus.
  - A presentation related to this project is available in the Scale Development Project folder in Web Campus.
  - The Scale Development Project accounts for 55% of the final grade.

## **SPSS**

Students will need access to SPSS for this course. SPSS is available in most open computer labs at UNLV including the Graduate Student lounge in the library. Before traveling to UNLV to access SPSS, check the following UNLV website to ensure lab hours and SPSS availability: <http://oit.unlv.edu/labs-classrooms>

Students may prefer to access SPSS by purchasing a student version. Check <http://www.onthehub.com/spss/> for pricing and licensing options. The “IBM SPSS Statistics 24” “Standard GradPack” should be sufficient for this class.

## **QUALTRICS**

Students will need access to Qualtrics for this course. Qualtrics is an online data collection and analysis tool. Access to Qualtrics is free of charge to UNLV students. Specific instructions about how to access Qualtrics will be provided in time for students to use it to distribute and collect data for the final survey.

## **ONLINE OFFICE HOURS**

You may contact me electronically during this course. Please use the email features of Web Campus to do so. I will check email daily (Monday through Friday) no later than 12:00 noon (pacific). If you send an email after 12:00 noon (Sunday through Thursday), you may anticipate a response the next day. If you email after 12:00 noon on a Friday or Saturday, the response may be delayed. If I anticipate difficulties meeting this schedule, I will post an announcement in Web Campus.

## **COURSE OBJECTIVES**

Specific objectives are listed with presentations.

## **RESULTS**

Students will demonstrate attainment of course content through:

- Performance on two exams.
- Completion of all elements of the Scale Development Project.

## **COLLECTION OF STUDENT ASSIGNMENTS FOR ACCREDITATION PURPOSES**

Assignments completed for this course may be used as evidence of candidate learning in national, regional, and/or state accreditation reports of COE programs. Names and other identifying elements of all assignments will be removed before being included in any report. Students who do not wish their work to be used for accreditation purposes must inform the instructor in writing by the end of late registration. Your participation and cooperation in the review of COE programs is appreciated.

## **STUDENTS' RIGHTS AND RESPONSIBILITIES**

You have a number of rights and responsibilities in this course. These are listed below:

Rights:

*You have the right to expect:*

- fairness in grading
- access to course materials
- feedback on your work
- fair hearing of grievances

Responsibilities:

*You are responsible for:*

- taking control of your own learning (seek assistance from me if you need it)
- reading the syllabus
- being aware of course assignment criteria, due dates, and policies
- studying and actively working with the assigned readings and other materials
- knowing material covered
- behaving in an ethical manner in regards to class assignments
- conducting yourself in the professional demeanor required of graduate students

## **GRADING POLICY**

Course grades will be based on the following cutoffs:

|         |     |
|---------|-----|
| 90– 100 | = A |
| 80 – 89 | = B |
| 70 – 79 | = C |
| 60 – 69 | = D |
| 00 – 59 | = F |

I reserve the right to deviate from this point system under extraordinary circumstances. Exam scores will account for 40% of the

final grade.

The practice exam contributes 5% to the final grade.

The Scale Development Project will account for 55% of the final grade. A 10% per day point penalty will be applied for late Scale Development Project submissions.

## **UNLV POLICIES**

**Academic Misconduct**—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

**Copyright**—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)**—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Final Examinations**—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam

schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

**Incomplete Grades**—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

**Library Resources**—Students may consult with a librarian on research needs. Subject librarians for various classes can be found here: [https://www.library.unlv.edu/contact/librarians\\_by\\_subject](https://www.library.unlv.edu/contact/librarians_by_subject). UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

**Rebelmail**—By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu). **Emailing within WebCampus is acceptable.**

**Religious Holidays Policy**—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

**Transparency in Learning and Teaching**—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:  
<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

**Tutoring and Coaching**—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC **A** (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TBE second floor.

**UNLV Writing Center**—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

**Any other class specific information**—(e.g., absences, make-up exams, status reporting, extra credit policies, plagiarism/cheating consequences, policy on electronic devices, specialized department or college tutoring programs, bringing children to class, policy on recording classroom lectures, etc.)

Survey Research Methods – Module Schedule in Brief

| Dates/Week(s) of  | Topic/Content  | Associated Scale Development Project Assignment | Scale Development Project Due Dates             |
|---|--|---|---|
| <b>MODULE 1 – 29 August through 25 September</b>                        |  |   |   |
| 29 August   | Introduction to Survey Research Methods                        |   |   |
| 05 September  | Understanding Latent Variables                                 | Step 1 – Select a Topic                         | Monday, 12 September 2016, 12:00 noon (pacific) |
| 12 September<br>19 September  | Review of Statistical Concepts                                 |   |   |
| 19 September  | Exam 1 – available Thursday, 22 September 12:00 noon (pacific) | Step 2 – Mini Literature Review                 | Monday, 26 September 2016, 12:00 noon (pacific) |
| <b>MODULE 2 – 26 September through 23 October</b>                       |  |   |   |
| 26 September  | Survey Item Development and Design                             |   |   |
| 03 October  | Validity   |   |   |
| 10 October  | Reliability and Estimating Reliability                         | Step 3 – Scale Items                            | Monday, 17 October 2016, 12:00 noon (pacific)   |
| 17 October  | Sampling and Response Rate                                     |   |   |
| 17 October  | Exam 2 – available Thursday, 20 October 12:00 noon (pacific)   | Step 4 – Reviewer Comments                      | Monday, 24 October 2016, 12:00 noon (pacific)   |
| <b>MODULE 3 – 24 October through 12 December</b>                        |  |   |   |
| 24 October  | Accessing and Using Qualtrics                                  |   |   |
| 31 October  | Survey Data Processing   |   |   |
| 07 November<br>14 November<br>21 November<br>28 November<br>05 December | Factor Analysis  | Step 6 – Pilot Scale Data Analysis              | Monday, 14 November 2016, 12:00 noon (pacific)  |
| 12 December   | Finals Week  | Step 8 – Final Paper                            | Monday, 12 December 2016, 12:00 noon (pacific)  |