UNIVERSITY OF ROCHESTER
Warner Graduate School of Education and Human Development

ED 524: Survey Design
Fall 2008

Dr. Kara Finnigan
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Office Hours: Tues. 3-5
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Office Phone: (585) 275-9942
Class Sessions: Oct. 25 and Nov. 1 (9:00-3:00)
Class Location: Dewey 1-305

Teaching Assistant: Nahoko Kawakyu O’Connor

Course Description and Objectives
ED 524 covers a range of issues relating to survey design, including choosing the mode of data collection, identifying the appropriate respondent, developing the questionnaire, and collecting data.

Format
The course uses lectures, discussion, and hands-on activities to provide students with the knowledge and skills to be able to design and critique surveys.

Student Expectations
1. All assignments are due when indicated. No incompletes will be granted.
2. Students must attend each class. If a student misses any part of a class he/she will have to re-take the course the next time it is offered.
3. I wish to fully include persons with disabilities in this course. Please let me know if you need any special accommodations in the curriculum, instruction, or assessments of this course to enable you to fully participate.

Course Requirements and Grading Policy

There is one required book:

Additional readings will be handed out in class or placed on Blackboard.
The course will be graded on a pass/fail basis.
**Course Schedule**

**October 25**
Overview of Course and Introductions
Understanding Survey Research
- Definitions and Terminology
- Benefits (and Drawbacks) of Survey Research
- Survey Design and Methods
- Planning Your Study – Narrowing the Topic, Writing Research Questions and Objectives, Identifying the Target Group, Developing a Timeline

Developing the Questionnaire
- Question Development
- Writing Directions
- Mapping Survey Questions to Research/Evaluation Framework and Questions
- Formatting the Survey and Organizing the Questions
- Final Tips

**Required Reading:**
Fink – Chapters 1 – 3.

**Nov. 1**
Survey Administration – Collecting Your Data
- Strengths and Weaknesses of Various Approaches
- Pilot testing
- Obtaining the Respondents and the Use of Incentives
- Response Rate (and How To Increase It)
- Post Data Collection
- Non-Response Bias

Data Analysis
- Impact of Question Formats
- Setting up Data in Excel or SPSS
- A Brief Overview of Analysis Strategies

Presentation of Results
- Tables, Figures, Written Text

**Required Reading:**
Fink – Chapters 6 - 7.

Note: We will not address sampling or issues relating to missing data in this course. Please see your Fink book and the other resources for more information on these topics.
Assignments

**Class Participation.** My expectation is that students will attend and participate fully in both class sessions. This includes contributing to small group and large group discussions, completing all reading assignments prior to class, and completing all group projects either during class time or after class, as applicable. I encourage students who have experiences conducting surveys and analyzing survey data to share these experiences as part of our class discussions.

**Homework.**
You may have activities that you were not able to complete during the class time (that you will finish outside of class) or homework assignments that are due on Day 2. These will be discussed at the end of the first class. All assignments should be sent to Kara through Blackboard.

**Final Project.**
The course involves an individual final project that will allow you to put into practice the things that you learned in this course. Your final project will include an individual paper that will be approximately 7-8 pages – you will either develop your own survey or critique an existing survey in your field for this assignment. Additional details will be provided during class on Nov. 1. The final project is due Nov. 19th.

Additional Survey Resources


