

SOCI 380-001

Sociological Methods: Survey Research

Instructor: Jennifer Dengate

ANSO 207

Contact: [j.dengate@alumni.ubc.ca](mailto:j.dengate@alumni.ubc.ca)

M/W/F 10:00-11:00

Office/hours: ANSO 3116 Monday 1:00-2:00 p.m.

**Course Description and Objectives:** This course is designed to give students a hands-on understanding of the steps involved in designing and administering a survey to collect and analyze sociological data. The objective is to guide students through the survey process from the identification of the research problem to data collection, analysis, and finally, publication.

The course material strongly emphasizes the steps leading up to data analysis. We will primarily focus on the development of research and survey questions, including the conceptualization and operationalization of measures. We will also learn how to properly format questionnaires, understand sampling approaches, and explore options for pilot testing the surveys prior to data collection.

Students will identify their own research problem, develop a research question and hypothesis, and then design a survey to answer this question (detailed guidelines will be provided). Students will begin working on their final survey project immediately and continually, as the weekly lessons are designed to support the completion of the project, step-by-step. Class time will be set aside for us to all work together and give each other feedback for revisions. Class attendance and participation is, therefore, crucial for the success of this course.

Students will administer their completed surveys to a small convenience sample of their fellow classmates, analyze their results by hand, and write a brief report.

There will also be 2 multiple choice/ true & false quizzes based on the textbook and lecture material.

**Required Text/Readings:**

Guppy, Neil, and George Gray. 2008. *Successful Surveys: Research Methods and Practice, Fourth Edition*. Thomson Nelson: Toronto.

Roberts, Lance, Tracey Peter, and Jennifer Dengate. 2011. "Flourishing in Life: An Empirical Test of the Dual Continua Model of Mental Health and Mental Illness among Canadian University Students." *International Journal of Mental Health Promotion* 13, no. 1: 13-22.

## **Schedule:**

### Week 1

September 6<sup>th</sup>

- Course overview

September 8<sup>th</sup>

- Introduction to survey research
- Readings: Text chapters 1-2 and 7

### Week 2

September 11<sup>th</sup>

- Research ethics
- Readings: Text chapter 3

September 13<sup>th</sup>

- TCPS 2: CORE ethics tutorial – \*bring your laptops to class
- Certificate of completion must be presented to me by **September 20<sup>th</sup>**

September 15<sup>th</sup>

- Survey project guidelines and expectations
- Identifying and developing the research question
  - Defining variables and stating the hypothesis
- Readings: Text chapter 4

### Week 3

September 18<sup>th</sup>

- Workshop: Developing your research question & hypothesis

September 20<sup>th</sup>

- Sampling
- Readings: Text chapter 11
- **TCPS 2: CORE certificate due**

September 22<sup>nd</sup>

- Operationalization & measurement
- Readings: Text chapter 6
- **Research statement due (10%)**

## Week 4

September 25<sup>th</sup>

- Designing questions
- Readings: Text chapter 8
- Workshop: Operationalizing concepts and drafting questions

September 27<sup>th</sup>

- Survey formatting
- Readings: Text chapter 9

September 29<sup>th</sup>

- Application: Learning from Jen's mistakes
- Workshop: Drafting questions and formatting

\*\*\*Bring **2 paper copies** of your draft surveys and consent forms to class on October 4<sup>th</sup> for a pilot testing exercise AND then bring those 2 same survey copies (now completed) with you on October 6<sup>th</sup> for an additional activity. *Remember, you need 2 copies of the consent form for each respondent.*

\*\*\*Quiz #1 (October 2<sup>nd</sup>) covers the lecture material/text chapters 3-4, 6-9 & 11. It looks like a lot but the chapters are quite short and most of the concepts are review from previous methods/stats classes you've already taken.

## Week 5

October 2<sup>nd</sup>

- **Quiz #1 (15%)**
- Workshop: Drafting questions and formatting (if time)

October 4<sup>th</sup>

- Instrument pre-testing
- Application: Peer pilot test (need 2 paper copies of survey and 4 consent forms)

October 6<sup>th</sup>

- Cognitive interviewing
- Application: Cognitive interviewing trial (need your 2 completed pilot surveys from the previous class)

\*\*\*Data collection will take place in class on **October 18<sup>th</sup>, 20<sup>th</sup>, 23<sup>rd</sup>, and 25<sup>th</sup>** so please bring enough blank copies of your surveys and consent forms to reach your (ideal) target sample size of 10 respondents.

### Week 6

October 9<sup>th</sup> (Thanksgiving Day – No class)

October 11<sup>th</sup>

- Workshop: Final question design and formatting revisions

October 13<sup>th</sup>

- **Final survey due (25%)**
- Survey interviewing and focus groups
- Application: Focus group trial

### Week 7

October 16<sup>th</sup>

- Qualitative analysis (for open-ended questions)

October 18<sup>th</sup>

- Data collection (in class)

October 20<sup>th</sup>

- Data collection

\*\*\*We will begin data analysis soon – please bring your completed paper surveys **to the classes where “workshop” is noted on the schedule to begin your analysis (e.g., October 30<sup>th</sup>)**.

## Week 8

October 23<sup>rd</sup>

- Data collection

October 25<sup>th</sup>

- Data collection

October 27<sup>th</sup>

- Quantitative data analysis (univariate statistics)
- Readings: Text chapter 13

## Week 9

October 30<sup>th</sup>

- Quantitative data analysis (univariate statistics – cont'd)
- Workshop: Univariate data analysis

November 1<sup>st</sup>

- Workshop: Univariate data analysis

November 3<sup>rd</sup>

- Quantitative data analysis (bivariate statistics)

## Week 10

November 6<sup>th</sup>

- Quantitative data analysis (bivariate statistics – cont'd)
- Readings:

Roberts, Lance, Tracey Peter, and Jennifer Dengate. 2011. "Flourishing in Life: An Empirical Test of the Dual Continua Model of Mental Health and Mental Illness among Canadian University Students." *International Journal of Mental Health Promotion* 13, no. 1: 13-22.

Important Note: Chapter 13 of your text and the "Flourishing" article are **for your information only** and to help you with your final results report – the material from chapter 13 & the journal article will not appear on Quiz #2 (November 15<sup>th</sup>). Quiz #2 will only include the lecture material covered after Quiz #1.

- Workshop: Bivariate data analysis (if time)

November 8<sup>th</sup>

- Workshop: Bivariate data analysis (univariate results and recodes)

November 10<sup>th</sup>

- Workshop: Bivariate data analysis (bivariate results – with recodes)

### Week 11

November 13<sup>th</sup> (Remembrance Day – No class)

November 15<sup>th</sup>

- **Quiz #2 (15%)**

November 17<sup>th</sup>

- Translating survey results into “discussion”
- Review of result report guidelines and expectations

Week 12 (I will be away either the 22<sup>nd</sup> or 24<sup>th</sup> so we will adjust this week’s plan accordingly)

Main activities for November 20<sup>th</sup> – 24<sup>th</sup>:

- Lecture: Bigger implications of quantitative survey results (strengths/limitations; linking back to the literature; policy suggestions; future research)
- Workshops: Data analysis and final results report

November 20<sup>th</sup>

- TBD

November 22<sup>nd</sup>

- TBD

November 24<sup>th</sup>

- TBD

## Week 13

November 27<sup>th</sup>

- Bigger implications of qualitative/open-ended survey results (strengths/limitations; linking back to the literature; policy suggestions; future research)

November 29<sup>th</sup>

- Workshop: Results report

**\*\*\*All 10 surveys completed by your classmates must be handed in to me by next class (December 1<sup>st</sup>) at the very latest.**

December 1<sup>st</sup>

- **Final results report due (25%)**
- Send off/course evaluations

### **Course Requirements:**

Class attendance - 10%

Research project statement - 10%

Quizzes - 2 x 15% = 30%

Final surveys - 25%

Final Survey Results Report - 25%

*Peer collaboration is essential to your success so it is imperative that you attend class and work with your classmates during the workshops to revise and improve your questions and surveys. **Please bring your laptops and necessary materials to work in class.** I do not post my lecture slides online so if you are absent, you will have to ask one of your peers for notes.*

You are allowed to miss 2 classes without penalty, for any reason. Think of these as your “sick/vacation days.” You do **not** need to inform me that you will be absent. However, each class that you miss *in addition* to those 2 free classes will count against your final participation grade. If you are experiencing an issue that will require a prolonged absence, please let me know.

## UBC Grade Scale

Percentage (%)	Grade	Percentage (%)	Grade
90-100	A+	68-71	B-
85-89	A	64-67	C+
80-84	A-	60-63	C
76-79	B+	55-59	C-
72-75	B	50-54	D

A score below 50% is considered failing

### **Academic Policies** (adapted from UBC Academic Regulations)

It is your responsibility to catch up on any missed material should you be absent from class. When attending class, be respectful; do not leave unnecessarily or hold unrelated conversations (or cause disturbances for your classmates), and please refrain from using cell phones and computers for non-class related reasons. Disruptions may result in your being asked to leave the room.

The University does recognize special circumstances and these will be respected. Students with disabilities may arrange alternative procedures and students with religious obligations that conflict with assignments can be accommodated. Other commitments may also be considered. It is the student's responsibility to contact the appropriate University Office (e.g., Arts Advising) to document your circumstances.

All course grades are final. You are welcome to review assignments/tests with me but only for the purposes of academic growth.

Please review the other Academic Regulations: <http://students.ubc.ca/calendar>

Please feel free to contact me at any time during the term with questions, comments, and concerns you may have about the course material.