

PAF 7810: Survey Research in Public Affairs
Fall 2007 – Thursday 6:00 - 8:45

Dr. Brandon Applegate

HPA 360

Office Hours:

W 1:30 - 5:30 pm & Th 4:15 - 5:15 pm

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Course Description

This elective course is intended for students who have completed PAF 7802 Advanced Research Methods in Public Affairs and PAF 7804 Advanced Quantitative Research Methods in Public Affairs. The course will prepare students to critically evaluate survey methodologies, to be educated consumers of survey research, and to conduct quality surveys independently.

Course Objectives

Students will (1) understand the implications of self-administered surveys versus interviews, (2) know the sources of error in survey data and how to minimize error, (3) master writing survey questions, (4) master constructing survey questionnaires, (5) learn several survey pretesting techniques, (5) master implementation and monitoring of a survey or telephone interview, (6) understand how new technologies are influencing survey research, (7) appreciate how survey methods can be tailored to unique situations, and (8) learn standardized interviewing techniques.

Texts and Materials

Dillman, Don A. 2006. *Mail and Internet Surveys: The Tailored Design Method (2007 Update)*. New York: Wiley. ISBN: 978-0-470-03856-7

Fowler, Floyd J., Jr. and Thomas Mangione. 1990. *Standardized Survey Interviewing: Minimizing Interviewer-Related Error*. Newbury Park, CA: Sage. ISBN: 978-0-803-93093-3

Lavrakas, Paul J. 1992. *Telephone Survey Methods: Sampling, Selection, and Supervision (2nd ed.)*. Newbury Park, CA: Sage. ISBN: 978-0-803-95307-9

Other readings (see below) will be available directly from me, or they can be obtained through the main UCF library.

Assignments and Activities

1. Participate in class. Preparation for and attendance at every class is important and expected. (30 points)
2. Develop, implement, analyze, and report on an original survey. This assignment includes two sub-assignments – writing survey questions and constructing a questionnaire. Survey results will be presented on the last day of class, and a written paper must be submitted at that time as well. The assignment may be completed individually or in pairs. I will give you a detailed assignment sheet. (35 points)
3. Final exam. (35 points)

Schedule

Aug 23	<p><u>Topics:</u> Introduction, History of Survey Research, Different Modes of Administration</p> <p><u>Readings</u> Dillman (2002) (article); Curtain et al. (2005)</p>
Aug 30	<p><u>Topics</u> Theoretical Perspectives, Dillman's Tailored Design, Writing Questions</p> <p><u>Readings</u> Dillman, chapters 1, 2; Schwartz et al. (1991); Krosnick (1989); Smith (1987)</p>
Sept 6	<p><u>Topic</u> Constructing a Self-Administered Questionnaire</p> <p><u>Readings</u> Dillman, chapter 3; Fuchs (2005); Christian & Dillman (2004)</p> <p><u>Assignment Due</u> Written set of survey questions for project (be prepared to share and discuss/critique)</p>
Sept 13	<p><u>Topic</u> Survey Sampling</p> <p><u>Readings</u> Dillman, chapter 5; Lavrakas, chapter 2; Henry (1998)</p>
Sept 20	<p><u>Topic</u> Pretesting Surveys</p> <p><u>Readings</u> Dillman, pp. 140-148; Presser et al. (2004); Willis (2005)</p> <p><u>Assignment Due</u> Questionnaire suitable for self-administration for project (bring 2 copies)</p>
Sept 27	<p>Independent Work</p> <p><u>Assignments</u> Revise survey questions and questionnaire Plan survey implementation</p>

Oct 4	<p><u>Topic</u> Survey Implementation</p> <p><u>Readings</u> Dillman, chapters 4; Cychota & Harrison (2002); Hembroff et al. (2005)</p>
Oct 11	<p><u>Topic</u> High-Tech surveys</p> <p><u>Readings</u> Dillman, chapters 11, 12; Couper et al. (2004); Tourangeau et al. (2004); Heerwegh (2005)</p>
Oct 18	<p><u>Topic</u> Special Survey Situations</p> <p><u>Readings</u> Dillman, chapters 6, 7, 10; Dillman (2000)</p>
Oct 25	<p><u>Topic</u> Factorial Vignette Surveys</p> <p><u>Readings</u> Rossi & Anderson (1982); Applegate & King-Davis (2004)</p>
Nov 1	<p><u>Topic</u> Interviewing I: Introduction, Standardized versus Flexible</p> <p><u>Readings</u> Lavrakas chapter 1; Fowler & Mangione chapter 1; Beatty (1995)</p>
Nov 8	<p><u>Topic</u> Interviewing II: Error, Techniques, & Questions</p> <p><u>Readings</u> Lavrakas chapters 3 & 4; Fowler & Mangione, chapters 2, 3, 4, & 5</p>
Nov 15	Independent work
Nov 22	<p><u>Topic</u> Interviewing III: Interviewer Selection, Training, and Supervision</p> <p><u>Readings</u> Lavrakas chapters 5 & 6; Fowler & Mangione, chapters 6, 7, 8, & 9</p>
Nov 29	FINAL EXAM
Dec 6	Present results of survey projects