Survey Research for Public Administrators

EMAIL POLICY: The best way to contact me is by email. On weekdays (M-F) I will make every effort to respond to all email inquiries promptly. If you do not receive a response within 24 hours (M-F) or 48 hours (weekends), feel free to send a follow-up email. When emailing, please use your Islander email account, include your name, and what course you are in. I will not respond to emails sent from personal email accounts. If you have questions that cannot be resolved via email, we will make arrangements to meet via Skype or on the TAMUCC campus.

COURSE DESCRIPTION: The ability to conduct and interpret survey research is becoming an integral part of public management. This course provides students with the knowledge and skills needed to direct, understand and make effective use of administrative and policy information from survey research data.

LEARNING OUTCOMES: After completing the course, students should be able to:

1) Choose an appropriate survey mode (e.g., face-to-face, mail, telephone)
2) Construct an appropriately worded questionnaire
3) Select a representative sample
4) Maximize respondent participation
5) Generate high quality data that can be used to address important issues in public administration
6) Evaluate survey research conducted in the field of public administration
7) Analyze, synthesize, think critically, solve problems and make decisions by utilizing analytical tools to analyze, present, and interpret data, including appropriate design, statistical, and evaluative techniques for both organizational decision making and policy decisions.

REQUIRED READING:


Additional readings (that are free of charge) will be provided within the units.

RECOMMENDED READING:

*If you do not wish to purchase a copy of the APA manual, a user friendly online guide to APA style is available here:  [http://owl.english.purdue.edu/owl/section/2/10/](http://owl.english.purdue.edu/owl/section/2/10/).

INSTRUCTIONAL METHODOLOGY:

This course is being taught as a self-paced online course. However, there are some deadlines which must be adhered to. See course calendar below. Be sure you understand and are prepared to comply with all required class assignments and deadlines.

This course makes use of the Blackboard system. To be successful in the course you will need access to reliable internet service. **All of the assignments in this course will be submitted using Blackboard.** Specific instructions for submitting assignments will be included on the individual assignments.

**It is imperative that you check Blackboard and your Islander email account daily during the week for important course updates and announcements.**

If you need help with Blackboard:

- View the tutorials at [https://iol.tamucc.edu/student_resources.html](https://iol.tamucc.edu/student_resources.html)
- Call the IT help desk at (361) 825-2692
- Email computer.helpline@tamucc.edu

FEEDBACK POLICY:

In general, I will provide you with a grade and/or feedback on assignments within one week of the due date. If you would like feedback prior to submitting an assignment, you may submit questions or samples of your work via email. In order to guarantee feedback on written assignments, you must submit them to me at least one week prior to the due date. I will make every effort to provide feedback at all times but may not be able to provide you with timely feedback if you submit a paper less than one week prior to the due date.

COURSE OUTLINE:

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<tr>
<th>UNIT</th>
<th>TOPIC</th>
<th>READINGS</th>
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<tr>
<td>Unit 1</td>
<td>Introduction to the Tailored Design Method</td>
<td>Dillman CH 1,2</td>
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<tr>
<td>Unit 2</td>
<td>Coverage and Sampling</td>
<td>Dillman CH 3</td>
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<tr>
<td>Unit 3</td>
<td>Crafting Quality Questions &amp; Questionnaires</td>
<td>Dillman CH 4,5,6</td>
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<td>Unit 4</td>
<td>Choosing a Survey Mode &amp; Implementation Procedure</td>
<td>Dillman CH 7,8,10</td>
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<tr>
<td>Unit 5</td>
<td>Data Collection &amp; Other Issues</td>
<td>Dillman CH 11,12,13</td>
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</table>
MAJOR COURSE REQUIREMENTS:

EXAMS: There will be two exams given over the course of the semester. Each exam is worth 100 points (20% of your final grade). See the course calendar for exam dates. The exams may include multiple choice, true/false, short answer, and essay questions over material from the textbook and other material provided by the instructor on Blackboard. You may use notes when taking exams. However, because exams are timed, your grade will suffer drastically if you have not covered the material in the units and studied prior to the exam. You may not collaborate with other students when taking exams.

Missed Exams: You will only be able to make up a missed exam if you provide the instructor with a reasonable excuse for missing the exam ahead of time!! “Reasonable excuses” are determined at the discretion of the instructor and may require documentation. The instructor reserves the right to alter the content and format of exams taken outside of the designated exam time.

PAPER 1: “A Tale of Two Surveys”
This assignment is worth 100 points (20% of your final grade). You will read and report on two surveys that have produced contradictory findings on a single issue. The purpose of the assignment is for you to pinpoint the cause of the disparate findings. Potential issues to be explored include:
1) How sampling influenced the findings
2) How the phrasing of survey questions influenced the findings
3) How order effects influenced the findings
4) How delivery mode influenced the findings

Your write-up should be approximately 3-5 pages and follow the APA writing guidelines. The assignment will be submitted electronically via Blackboard. Additional instructions and resources will be posted on Blackboard.

PAPER 2: Survey Design and Research Plan
This assignment is worth 100 points (20% of your final grade). You will construct a survey that could be used to study an important issue within public administration. You may also choose to design a survey for your current job or for the university. Your survey must adhere to the guidelines described in the course text. In addition, you will submit a 5-8 page written narrative that provides a detailed rationale for every aspect of the survey. The narrative should follow the APA writing guidelines. Issues to discuss include:
1) Research question(s)/research objective(s)
2) Concepts (and how they are measured in your survey)
3) Question wording, question order, response categories/format
4) Population and sampling technique
5) Mode of delivery
6) Anticipated response/nonresponse rate

You will submit (a) a final copy of the survey and (b) the narrative electronically via Blackboard. Additional instructions and resources will be posted on Blackboard.
**BLACKBOARD ASSIGNMENTS:** In addition to the exams and major course assignments, you will also complete several shorter Blackboard assignments. Together, these assignments are worth 50 points (10% of your final grade). Additional instructions and resources will be posted on Blackboard. **Blackboard Assignments must be submitted by the due date/time. All Blackboard Assignments submitted after the due date/time will receive a grade of 0.**

**FORUM DISCUSSIONS:** Over the course of the semester, you will also participate in several forum discussions related to the course material/readings. Together, these discussions are worth 50 points (10% of your final grade). You must post in each forum at least twice. Your first post should answer the question(s) that I have posted. Your second (and any subsequent) post should be a response to another participant’s post. To receive full credit for a discussion, you must post twice in the discussion forum (one initial post and one response post), and your posts must meet the substantive requirements below. **Discussion posts must be submitted by the due date/time. All discussion posts submitted after the due date/time will receive a grade of 0.**

**Characteristics of Good Discussion Board Posts:**

1. **Complete.** You should provide a well thought out response that addresses all parts of the posted question. This can generally be accomplished in 1-3 paragraphs.
2. **Proofread.** Your post should be clear, grammatically correct, and free from errors.
3. **Considerate.** Your post should be respectful of other members of the discussion forum. Civility and courtesy to everyone in the class, including the instructor, is expected. Incivility or discourtesy to anyone in the class will not be tolerated and may result in your expulsion from the course.
4. **Interactive.** While your initial post in each forum should address the question that I have posted, you are also required to respond to other participants’ posts. You may agree or disagree with participants or expand on their posts. Please be respectful in doing so and explain why you agree/disagree.

**GRADING:** Your course grade will be based on your grades on the required exams and assignments. Your grades will be posted on Blackboard.

**LATE PAPERS:** Late assignments (major papers only) will only be accepted for 72 hours past the due date/time. All late papers will have 10 points deducted per day, including holidays and weekends.

**ACADEMIC HONESTY:**
The faculty of the College of Liberal Arts expects students to conduct their academic work with integrity and honesty. Acts of academic dishonesty will not be tolerated and can result in the failure of a course and dismissal from the University. Academic dishonesty includes, but is not limited to: cheating on a test, plagiarism, collusion (the unauthorized collaboration with another person in preparing work offered for credit), the abuse of resource materials, and misrepresentation of credentials or accomplishments as a member of the college.
RECORDING POLICY: In this class, students **may not** make audio or video recordings of any course activity unless the student has an approved accommodation from the Office of Disability Services permitting the recording of class meetings. In such cases, the accommodation letter must be presented to the instructor in advance of any recording being done and all students in the course will be notified whenever recording will be taking place. Students who are permitted to record classes are not permitted to redistribute audio or video recordings of statements or comments from the course to individuals who are not students in the course without the express permission of the faculty member and of any students who are recorded. Distribution without permission is a violation of educational privacy law.

CLASSROOM/PROFESSIONAL BEHAVIOR: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

INCLUSIVE EXCELLENCE:
The Department of Social Sciences is committed to University Values as stated in the Momentum 20/20 Strategic Plan. It values Inclusion, “to foster an environment of mutual respect that values and engages diverse people, ideas, views, and practices.” With the University, the Program believes “we must foster a campus climate with an ethos of respect, inclusion, empowerment, shared responsibility and social justice for all.”

TITLE IX: As a recipient of Federal financial assistance for education activities, TAMUCC is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities are free from discrimination on the basis of sex. Sexual discrimination includes sexual misconduct (sexual violence, stalking, intimate partner violence, gender based animosity and gender based stereotyping). If you have questions about Title IX or wish to file a Title IX complaint, please visit the TAMUCC Title IX website: [http://edcs.tamucc.edu/titleIX/](http://edcs.tamucc.edu/titleIX/) or call Sam Ramirez, Campus Title IX Director PH: 361-825-2765 email: Samuel.ramirez@tamucc.edu or Rosie Ruiz, Campus Title IX Deputy Coordinator PH: 361-825-5826 email: rosie.ruiz@tamucc.edu.

ACADEMIC ADVISING:
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements
specified in the final degree plan audit must be completed before a degree will be
granted. The CLA Academic Advising Office is located in Driftwood #203. For more
information please call 361-825-3466.

DISABILITIES ACCOMMODATIONS:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that
provides comprehensive civil rights protection for persons with disabilities. Among other
things, this legislation requires that all students with disabilities be guaranteed a learning
environment that provides for reasonable accommodation of their disabilities. If you believe
you have a disability requiring an accommodation, please call or visit Disability Services at
(361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues
in the classroom or on campus, please contact the Disability Services office for assistance at
(361) 825-5816.

DROPPING A CLASS:
I hope that you never find it necessary to drop this or any other class. However, events can
sometimes occur that make dropping a course necessary or wise. Please consult with your
academic advisor, the Financial Aid Office, and me, before you decide to drop this course.
Should dropping the course be the best course of action, you must initiate the process to drop
the course by going to the Student Services Center and filling out a course drop form. Just
stopping attendance and participation WILL NOT automatically result in your being dropped
from the class. July 29th is the last day to drop a class with an automatic grade of “W” this
term.

GRADE APPEALS:
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who
believes that he or she has not been held to appropriate academic standards as outlined in
the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the
final grade given in the course. The burden of proof is upon the student to demonstrate the
appropriateness of the appeal. A student with a complaint about a grade is encouraged to
first discuss the matter with the instructor. For complete details, including the
responsibilities of the parties involved in the process and the number of days allowed for
completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade
Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may
contact the Associate Dean’s office in the college in which the course is taught. For complete
details on the process of submitting a formal grade appeal in CLA, please visit the College of
Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

STATEMENT OF ACADEMIC CONTINUITY:
In the event of an unforeseen adverse event, such as a major hurricane and classes could not
be held on the campus of Texas A&M University–Corpus Christi; this course would continue
through the use of Blackboard and/or email. In addition, the syllabus and class activities may
be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

### COURSE CALENDAR:

<table>
<thead>
<tr>
<th>DATE/TIME</th>
<th>ASSIGNMENTS</th>
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| July 10, 2019 (Wednesday) 11:59 p.m. | Forum 0: Introductions  
Bb Assignment 0 |
| July 16, 2019 (Tuesday) 11:59 p.m. | Forum 1  
Bb Assignment 1 |
| July 23, 2019 (Tuesday) 11:59 p.m. | Forum 2  
Bb Assignment 2  
Forum 3  
Bb Assignment 3 |
| July 26, 2019 (Friday) | **Exam 1 (covers units 1-3)**  
(On Blackboard 8 a.m. – 11:59 p.m.) |
| July 29, 2019 (Monday) 11:59 p.m. | **Paper 1: A Tale of Two Surveys**  
(Submit on Blackboard under “Assignments”) |
| July 30, 2019 (Tuesday) 11:59 p.m. | Forum 4  
Bb Assignment 4 |
| August 6, 2019 (Tuesday) 11:59 p.m. | Forum 5  
Bb Assignment 5 |
| August 7, 2019 (Wednesday) 11:59 p.m. | **Paper 2: Survey Design and Research Plan**  
(Submit on Blackboard under “Assignments”) |
| August 9, 2019 (Friday) | **Final Exam (comprehensive)**  
(On Blackboard 8 a.m. – 11:59 p.m.) |

### MY GRADES:

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A=450-500 pts., B=400-449 pts., C=350-399 pts., D=300-349 pts., F=0-299 pts.