

Course Syllabus Plan

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Section 1

Instructor, Course Information & Objectives

**Advanced Academic Programs
Zanvyl Krieger School of Arts and Sciences
Johns Hopkins University**

Survey Research Methods AS.440.629.81

Instructor Information

Instructor:	Michael W. Horrigan
Telephone Number:	202 691 5735
Email Address:	mhorrig2@jhu.edu
Office Hours:	Please see Section 5: Contacting the Instructor

Course Description

This course introduces students to the theory and practice of conducting surveys. Survey methods combines both social science economics, sociology, and psychology, quantitative methods, mathematics, statistics, and computer science to develop a theory of how surveys can best be used to measure important aspects of the human condition. Key topics include sample design, weighting, data collection modes, administrative operations, questionnaire design, non-response, and estimation in surveys.

Prerequisites: 440.605 Statistics; 440.606 Econometrics.

Course Goals & Learning Objectives

Students will be able to:

- Explain the building blocks of the designing, conducting and analyzing the results of surveys
- Identify the sources of error in survey processes
- Explain the role of economic theory in developing survey questionnaires
- Create simple random and stratified probability samples from a population
- Explain the concepts of sampling and estimation weights
- Explain the different approaches to data collection and their relative strengths and weaknesses in terms of costs and survey error
- Explain the concept of non-response bias, how to measure it, and the various methods for handling non-response in constructing survey estimates

- Identify good survey cognitive practices in developing questionnaires and be familiar with methods for evaluating the quality of questionnaires
- Apply a variety of data analysis techniques including methods for handling censored data, estimating medians in the presence of local modes, group decomposition techniques and calculation of growth rates
- Identify different types of data and the appropriate use of different data types for evaluating policy
- Identify the various approaches to judging the quality of survey processes
- Explain the concept of 'Big Data'
- Identify various big data techniques

Section 2

Course Materials

Textbook

Survey Methodology by Groves, Fowler, Couper, Lepkowski, Singer, and Tourangeau, 2nd edition, ISBN 978-0-470-46546-2. Copyright 2009 by John Wiley & Sons, Inc.

This book can be ordered in paper format or downloaded in electronic pdf format from the [Wiley](#) website. Paper copies can be ordered within the U.S. at (800) 762 2974. This textbook is required.

Specific Technology Requirements & Skills for this Course

Learning online requires some basic knowledge of computer technology. At a minimum, you need to be able to:

- Navigate in and use Blackboard; the Blackboard Student Orientation course on your "My Institution" page
- Create and save MS Word documents; see [MS Word tutorials](#) for PC users (all versions); [Word Help](#) for Mac users
- Create and save MS Excel documents
- Find basic resources on the Internet
- Create and organize files & folders on your computer
- Send, receive, and manage email

Section 3

About Your Course

Course Topics

- Week 1: Overview of the survey process
- Week 2: Inference and errors in surveys
- Week 3: Target populations, sampling frames, and coverage error
- Week 4: Sample design and sampling error
- Week 5: Drawing a sample
- Week 6: Methods of data collection
- Week 7: Non-response in sample surveys
- Week 8: Mid-term examination
- Week 9: Questions and answers in surveys
- Week 10: Preparing estimates
- Week 11: Research methods
- Week 12: Types of data
- Week 13: Quality frameworks and Big data
- Week 14: Final examination

Directions for Students

Next Steps: Carefully review the remaining sections of the syllabus section of this course before beginning Week 1 activities, which are located in the **Lessons** folder in your Blackboard Course.

- Once you feel that you are ready to dive into the first week's activities, click on the **Lessons** button on the left-side navigation. Then, click on **Module 1** and begin with the Summary and Objectives.

What To Expect in this Course

This course has 14 Modules that equates to a total of 14 weeks in length and includes individual and group activities in a weekly cycle of instruction. Each week begins on a Wednesday and ends on the following Tuesday. Please review the course syllabus thoroughly to learn about specific course outcomes and requirements.

Each week, you will complete readings that may include videos, multimedia presentations, web-based resources, and articles from professional journals. A reading may be integrated within an activity during the week or provide some key information to assist your learning.

In this course, you will also experience online learning activities, which include discussion boards, the use of lecture presentations.

Be sure to refer to the Student **Checklist** each week, which provides a week-at-a-glance and shows targeted dates for the completion of activities.

Course Structure

This course is designed around the business processes that are followed in designing, implementing, and reporting the results of surveys. The order of topics follows the typical path that is taken (and that I have taken in my work) in following the development and implementation of a brand new survey from start to finish. You will first examine the role of theory in developing an instrument, identify the population from which you draw samples, how to draw a sample, methods of data collection, how to handle non-response, examining the quality of your questions, preparing estimates and analyzing estimates. In addition to this business process approach, I also emphasize the concept of minimizing error at each step of the survey process. I end the semester by introducing you to quality frameworks to judge the efficacy of surveys and I take a look an exciting new area of survey methods research, big data.

Section 4

Assessments and Grading Policy

Assignments

Assignments	Due Dates	Points Possible
Module 1/Week 1 Discussion – Icebreaker Discussion asks about your familiarity with and any past participation in surveys	Initial Posting: Thu 11:59 pm EST and Comments: Sun 11:59 pm EST of Week 1	50
Module 2/Week 2 Homework – Role of Theory This homework centers on the process of going from a theoretical concept to developing practical survey questions	Sun 11:59 pm EST of Week 2	50
Module 3/Week 3 Discussion – Sample Frames This discussion focuses on types of target populations and their associated sample frames used to draw samples	Initial Posting: Thu 11:59 pm EST and Comments: Sun 11:59 pm EST of Week 3	50
Module 4/Week 4 Homework – Types of Sampling This homework asks about types of sampling such as cluster and stratified probability samples	Sun 11:59 pm EST of Week 4	50
Module 5/Week 5 Homework – Drawing a Sample In this homework you will become experienced at drawing samples	Sun 11:59 pm EST of Week 5	50
Module 6/Week 6 Homework – Data Collection This homework examines the relationship between the goal of a survey, the type of data collection methodology	Sun 11:59 pm EST of Week 6	50

chosen and survey errors.		
<p>Module 7/Week 7 Homework – Non-response</p> <p>The focus of this assignment is to learn about the concept of response rates and the techniques for reducing survey and item non-response.</p>	Sun 11:59 pm EST of Week 7	50
<p>Module 9/Week 9 Discussion – Questions and Answers</p> <p>This discussion focuses on identifying what you think constitutes high quality questions as well problematic questions and why they are problematic.</p>	<p>Initial Posting: Thu 11:59 pm EST and Comments: Sun 11:59 pm EST of Week 9</p>	50
<p>Module 10/Week 10 Homework – Preparing Estimates</p> <p>This homework asks questions about filling in missing data, calculating medians and means in data sets with significant local modal responses and censored data</p>	Sun 11:59 pm EST of Week 10	50
<p>Module 11/Week 11 Homework – Research Methods</p> <p>This homework asks questions about calculating growth rates, using a group decomposition analytical approach and estimating the inequality of a distribution.</p>	Sun 11:59 pm EST of Week 11	50
<p>Module 12/Week 12 Homework – Types of Data</p> <p>This homework focuses on the appropriate use of different types of data to address different types of policy questions.</p>	Sun 11:59 pm EST of Week 12	50
<p>Module 13/Week 13 Discussion – Quality and Big Data</p> <p>This discussion focuses what you view as the most significant measures of quality and your views on the future of big data.</p>	<p>Initial Posting: Thu 11:59 pm EST and Comments: Sun 11:59 pm EST of Week 13</p>	50
Total		600

Activity	# of Activities	Points	Percent of Total
Discussion	4	200	14.29%
Homework	8	400	28.57%
Mid-term Examination	1	400	28.57%
Final Examination	1	400	28.57%
Total	14	1400	100.00%

Grade	Points	Percentage
A+	1372-1400	98.0%-100.0%
A	1316-1371	94.0%-97.9%
A-	1260-1315	90.0%-92.9%
B+	1232-1259	88.0%-89.9%
B	1176-1231	84.0%-87.9%
B-	1120-1175	80.0%-83.9%
C	980-1119	70.0%-79.9%
F	0- 979	0.00%-69.9%

Grading

Participation in homework and discussion boards should be consistent, of high quality, and reflect both a high level of academic thinking and your own personal perspectives, opinions and ideas.

Assignment Guidelines

How should assignments be submitted?

The weekly directions will indicate where assignments will be posted. When creating files include the assignment number followed by your last name and first initial. Also, please be sure to only include one period in file names. The period should be between the file name and the extension. For example, Jim Smith submits his document for the assignment in Module 2 and uses the following naming convention:
M02_Assign_SmthJ.doc

When will assignments be due?

Assignment and activity due dates are listed in this syllabus and the weekly checklists. Assignment due dates can also be found within the Assignment Guidelines area of your online classroom. The instructor via an announcement in Blackboard will announce changes.

In general, homework assignments are due at 11:59 pm EST on the Sunday of the week in which the assignment is given. Unless otherwise specified, discussion board postings will have an initial posting requirement by Thursday at 11:59 pm EST and a required posting of your comments to other postings in your class by Sunday at 11:59 pm EST of the week in which the assignment is given.

When will completed assignments be returned?

The instructor will aim to return assignments to you within 5-7 days following the due date, depending on the length of the assignment. You will receive feedback under the My Grades link on the left hand menu of your course.

What is the policy for late assignments?

You are expected to contact your instructor in advance if you think you cannot meet an assignment deadline. For homework assignments, late assignments will be accepted up to Tuesday at 11:59 pm EST of the week in which the assignment is due with a grade penalty of 5 points. For discussion boards, late initial postings will be accepted up to Sunday at 11:59 pm EST and late posting of comments on other postings will be accepted up to Tuesday at 11:59 pm EST. In each case an automatic penalty of 5 points is assessed.

However, if an assignment is late and prior arrangements have **not** been made with the instructor, the assignment score will be automatically assessed a 10 point penalty.

Time Management Expectations

What is the time demand and schedule of the course?

Because this is a graduate-level course that is offered in a condensed format, the rigor and time commitment is higher than a traditional 15-week semester course. It is expected that you look ahead to schedule your time. Plan to complete coursework across several days of the week rather than all in one day. Be sure to consider how group activities impact your schedule as well.

Please seek help before becoming frustrated and spending a significant amount of time to resolve an issue.

Section 5

Course Participation & Communication Policy

Participation

What are the participation requirements?

You are expected to log into the Blackboard **at least three** times a week, though a daily check-in is recommended. It is your responsibility to read all announcements and discussion postings within your assigned forums. You should revisit the discussion multiple times over the week to contribute to the dialogue.

Network Etiquette (i.e. “Netiquette”)

In this course, online discussion will be primarily take place in our online discussion board. In all textual online communication it's important to follow proper rules of netiquette.

What is netiquette? Simply stated, it's network etiquette -- that is, the etiquette of cyberspace. And "etiquette" means the social and cultural norms of communicating with others in a proper and respectful way. In other words, netiquette is a set of rules for behaving and interacting properly online.

The Netiquette “Core Rules” linked below are a set of general guidelines for cyberspace behavior. They probably won't cover all situations, but they should give you some basic principles to use in communicating online.

For Netiquette Core Rules visit [The Core Rules of Netiquette](#) web page.

Contacting the Instructor

You may contact me at any time via email. My email address is: mhorrig2@jhu.edu

You may also contact me by phone on 703 408 4265 at the following days/times:

Saturdays 11:00 am EST – 12:00 pm EST; Mondays 12:00 pm EST – 1:00 pm EST

I will make every effort to respond to your email questions as soon as possible and within 24 hours. The phone contact hours are set to provide you opportunities to ask questions about discussion board postings. If I do not answer, please leave a voice mail and I will make every effort to call you back or **email you a reply** as soon as possible and by 6:00 pm EST on the day of your call. Finally, as a courtesy, if you have an emergency that prevents you from completing work as scheduled, please send me an email. If for some reason, email is not possible, leave me a voice mail, but email should be the primary method of contact for those circumstances.

Section 6

Course Protocols & Getting Help

Course Protocols

How will I know about changes to the course?

Frequently, you will find new announcements posted in the Announcements, which contain information about current course activities that you are working on and any changes to the course. Please check announcements every time that you log into the Bb.

How should I communicate with others in this course?

You should communicate often with your classmates and with your instructor. The majority of communication will take place within the Discussion forums. When you have a question about an assignment or a question about the course, please contact your instructor, or post your question in the course's "Syllabus & Assignment Question" forum.

Are there any requirements for sending e-mail messages?

When you send an e-mail message to the instructor or to another participant in the course, please observe the following guidelines:

- Include the title of the course in the subject field: JHU SRM (that is acronyms for Johns Hopkins University, Survey Research Methods)
- Keep messages concise, and check spelling and grammar
- Send longer messages as attachments
- Sign your full name (the sender's email is not always obvious)

Getting Help

You have a variety of methods to get help on Blackboard. Please consult the help listed in the "Technical Help" link for important information.

Important Note: If you encounter technical difficulty in completing or submitting any online assessment, immediately contact the 24-hour Help Desk at **886-311-6658** or via [Live Chat](#). Also, contact your instructor at the email address listed atop this syllabus.

Section 7

Course Topics, Activities & Schedule

Tentative Course Schedule

Important Note: Activity and assignment details will be explained in detail within each week's corresponding learning module. If you have any questions, please contact your instructor.

Module	Dates (2014)	Topics	Activities	Assessments & Due Dates
1	Jan 26 – Feb 1	Overview of the survey process	Read Preface to the First Edition and Preface to the Second Edition in the textbook; View audio/visual presentation	Discussion: Icebreaker Initial post 11:59 pm Jan 29 Final post 11:59 pm Feb 1
2	Feb 2 – Feb 8	Inference and errors in surveys	Read chapter 2 of the text; View audio/visual presentation	Homework: Role of Theory 11:59 pm Feb 8
3	Feb 9 – Feb 15	Target populations, sampling frames and coverage error	Read chapter 3 of the text; View audio/visual presentation	Discussion: Sample Frames Initial post 11:59 pm Feb 12 Final post 11:59 pm Feb 15
4	Feb 16 – Feb 22	Sample design and sampling error	Read chapter 4.1-4.6 of the text; View audio/visual presentation	Homework: Types of Sampling 11:59 pm Feb 22
5	Feb 23 – Mar 1	Drawing a sample	Read chapter 4.8-4.9 of the text; View audio/visual presentation; View spreadsheet discussed in audio/visual presentation	Homework: Drawing a Sample 11:59 pm Mar 1
6	Mar 2 – Mar 8	Methods of data collection	Read chapter 5 of the text; View audio/visual presentation	Homework: Data Collection 11:59 pm Mar 8
7	Mar 9 –	Non-response	Read chapter 6 of the text;	Homework: Non-

	Mar 15	in sample surveys	View audio/visual presentation	response 11:59 pm Mar 15
8	Mar 23 – Mar 29	Mid-term Examination		11:59 pm Mar 29
9	Mar 30 – Apr 5	Questions and answers in surveys	Read chapters 7-8 of the text; View audio/visual presentation	Discussion: Questions and Answers Initial post 11:59 pm Apr 2 Final post 11:59 pm Apr 5
10	Apr 6 – Apr 12	Preparing estimates	View an audio/visual presentation	Homework: Preparing Estimates 11:59 pm Apr 12
11	Apr 13 – Apr 19	Research methods	View audio/visual presentation	Homework: Research Methods 11:59 pm Apr 19
12	Apr 20 – Apr 26	Types of data	View an audio/visual presentation	Discussion: Types of Data Initial post 11:59 pm Apr 23 Final post 11:59 pm Apr 26
13	Apr 27 – May 1	Quality frameworks and big data	View an audio/visual presentation	Discussion: Quality and Big Data Initial post 11:59 pm Apr 30 Final post 11:59 pm May 3
14	May 2 – May 14	Final Examination		11:59 pm May 12

Section 8

University Policies

General

This course adheres to all University policies described in the academic catalog. A few to pay close attention to are noted below. JHU Ethics Statement: The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition. Report any violations you witness to the instructor.

Plagiarism

Read and adhere to JHU's [Notice on Plagiarism](#).

Dropping the Course

You are responsible for understanding the university's policies and procedures regarding withdrawing from courses found in the current catalog. You should be aware of the current deadlines according to the [Academic Calendar](#).

Students with Disabilities

Johns Hopkins University is committed to providing reasonable and appropriate accommodations to students with disabilities. Students with documented disabilities should contact the coordinator listed on the [Disability Accommodations](#) page. Further information and a link to the Student Request for Accommodation form can also be found on the [Disability Accommodations](#) page.