

CTSC 5820

Introduction to Survey Research

Faculty: Kathleen J. Yost, Ph.D.
Credits: 1
Quarter: Spring
Prerequisites: CTSC 5600



Overview

This course is intended to familiarize students with the theory and application of survey research in data collection. The overall goal is to provide students with a foundation that will allow them to conduct a survey or be aware of the issues to consider in the design and implementation of a survey. Students will practice question writing, questionnaire design, scale development, reliability and validity, sampling, sample size estimation, survey types, statistical analysis, and presentation of results in a survey project completed through a series of assignments.

Objectives

- To provide an overview of survey research
- To introduce the art and science of question writing
- To introduce multi-item scales and review measurement issues (e.g., reliability and validity)
- To describe some of the major challenges to conducting surveys (e.g., response rates)
- To introduce different sampling methods and explain their advantages/disadvantages
- To describe the different ways of collecting survey data and explain when to use each
- To describe ways to handle missing data, statistical analysis, and the presentation of survey data

Evaluation

Students will be evaluated on class participation, four assignments that contribute to the final survey project, and a closed-book exam.

Approximately two to four hours of time per week is expected to be spent on this 1-credit course.

Additional online modules related to this topic are available on the [Continuous Professional Development website](#).

For specific dates and times this course is provided, please see the [quarterly detailed course schedule](#).