AEB 6817
Survey Research Methods for Economists
Spring 2013

Class Details
Class Meets Tuesday 8:35 am – 10:25 am, Thursday 9:35 am – 10:25 am
Room: MCCB 1108

Instructor Details
Dr. Lisa House
Office: 1083 McCarty Hall B
Phone: 294-7653
E-mail: lahousw@ufl.edu

Dr. Hyeyoung Kim
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Phone: 294-7661
E-mail: kim1978@ufl.edu

Office hours:
Mondays 9 am – 11 am.
These represent times that we should be available; however, feel free to knock on our doors anytime. If possible, we will gladly meet with you. Feel free to call, e-mail, or talk to us before or after class to set up an appointment. You do not need an appointment, but that way you can make sure we are there when it is convenient for you. Many students find e-mail is an easy, fast way to ask questions.

Course Description:
This course introduces students to the history, theories, and methods of survey research. The course focuses on the design, development, execution, and analysis of surveys and related research methods. In particular, survey sampling, question construction, questionnaire design, interviewing techniques, survey data analysis, and research ethics will be covered. Multiple survey modes – in-person, mail, internet, and telephone – will be included. Additionally, focus groups and sensory evaluation data collection methods will be covered.

Course Objectives:
- To provide students with an in-depth understanding of the survey research process as it is used in economics and marketing research.
- For students to learn how to develop research questions and hypotheses, draw samples, design questionnaires, manage survey data collection and data processing.
- To learn how to design and implement a survey (in-person, mail, internet and telephone), focus groups, and sensory evaluation data collection methods.
- To learn how to analyze survey data and present the results.
- To learn about survey research firms, the services they offer and how to work with them.
**Required texts:**

**Recommended texts:**
Other readings will be placed in the library on reserve.

Course readings are assigned on the following outline. Dates these readings are scheduled for will be announced in class. It is each student responsibility to read the material prior to class. In-class quizzes will be a regular occurrence as class discussion depends on reading material ahead of time.

**Grading and Activities**

The scale used will be:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93% or above</td>
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<tr>
<td>A-</td>
<td>90-92.9%</td>
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<tr>
<td>B+</td>
<td>87-89.9%</td>
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<tr>
<td>B</td>
<td>83-86.9%</td>
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<tr>
<td>B-</td>
<td>80-83.9%</td>
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<tr>
<td>C+</td>
<td>77-79.9%</td>
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<tr>
<td>C</td>
<td>73-76.9%</td>
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<tr>
<td>C-</td>
<td>70-73.9%</td>
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<tr>
<td>D+</td>
<td>67-69.9%</td>
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<tr>
<td>D</td>
<td>63-66.9%</td>
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<td>D-</td>
<td>60-63.9%</td>
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<tr>
<td>E</td>
<td>Less than 60%</td>
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</tbody>
</table>

**Grading Summary**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>In-Class Activities (approximately 10 projects)</td>
<td>50%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Exams (2)</td>
<td>20% each</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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**Quizzes & In-class activities**

There will be regular in-class quizzes over the reading materials. Some will be announced quizzes, others will be short, unannounced quizzes. Readings will be assigned in class and are expected to be completed before the next class. These in-class quizzes cannot be made up and will occur at the beginning of class. If you arrive late, you will not be allowed to make up the quiz, so make sure you are in class on time. In-class activities will be a regular occurrence (mostly on Tuesdays). These in-class activities will be a major part of your grade and can’t be made up as they will be part of the class time. If you miss class for a documented, excused absence (illness with note from doctor; school sponsored activity with letter from advisor, etc.), you will be able to make up the project on your own time and turn it in before the next class period.
Schedule:

I. Introduction
   a. Discuss course objectives, schedule, projects, and student code of conduct.

II. Introduction
    Surveys, structured observation, focus groups, in-depth interviews, case studies,
    participant observation, etc. Choosing an appropriate research method or methods.
   a. Singleton and Straits, Chapter 1

III. Ethical Issues in Survey Research
   a. Singleton and Straits, Chapter 3
      http://proquest.umi.com/pqdweb?index=0&did=52481294&SrchMode=1&sid=1
      &Fmt=3&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=119920
      0618&clientId=20179
   e. Seiber, Joan. “Summary of Human Subjects Protection Issues Related to Large
      Sample Surveys.” NCJ 187692,
      http://bjs.ojp.usdoj.gov/content/pub/pdf/shspirls.pdf
   f. Shea, Christopher. “Don’t Talk to the Humans: The Crackdown on Social Science
      Research.” Lingua Franca 10/6 (Sept. 2000).
      http://mailer.fsu.edu/%7Enjumonvi/irb-article.htm

IV. Elements of Research Design
   a. Singleton and Straits, Chapter 4
      October 2002.
      http://campus.udayton.edu/~jrs/intro/readings/ethnography%20in%20research.pdf

V. Measurement
   a. Singleton and Straits, Chapter 5

VI. Sampling
   a. Singleton and Straits, Chapter 6
      Publications, Inc.

VII. Survey Research
   a. Singleton and Straits, Chapter 9&10
   b. Focus Groups, Krueger, Chapter 1;


VIII. Survey Analysis
a. Singleton and Straits, Chapters 15-16

IX. Writing Reports
a. Singleton and Straits, Chapter 17
University Policies

Academic Honesty, Software Use, Services for Students with Disabilities, UF Counseling Services

The University of Florida requires all members of its community to be honest in all endeavors. Cheating, plagiarism, and other acts diminish the process of learning. When students enroll at UF they commit themselves to honesty and integrity. Your instructor fully expects you to adhere to the academic honesty guidelines you signed when you were admitted to UF.

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

Furthermore, on work submitted for credit by UF students, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is to be assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the professor. This policy will be vigorously upheld at all times in this course.

Software Use:

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

Campus Helping Resources

Students experiencing crisis or personal problems that interfere with their general wellbeing are encouraged to utilize the university’s counseling resources. Both the Counseling Center and Student Mental Health provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal or lacking clear career and academic goals, which interfere with their academic performance. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health is located on the second floor of the Student Health Services in the Infirmary.

1. **University Counseling Center**, 301 Peabody Hall, 392-1575; personal and career counseling: [www.counsel.ufl.edu](http://www.counsel.ufl.edu)
2. **Student Mental Health**, Student Health Care Center, 392-1171, personal counseling: [www.hsc.ufl.edu/shcc/smhs.htm](http://www.hsc.ufl.edu/shcc/smhs.htm)
3. **Sexual Assault Recovery Services** (SARS), Student Health Care Center, 392-1161, sexual assault counseling; and
4. **Career Resource Center**, Reitz Union, 392-1601, career development assistance and counseling.

Students with Disabilities Act

The Dean of Students Office coordinates the needed accommodations of students with disabilities. This includes the registration of disabilities, academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services, and mediating faulty-student disability related issues. **Dean of Students Office**, 202 Peabody Hall, 392-7066, [www.dso.ufl.edu](http://www.dso.ufl.edu).