

**Syllabus**  
**PA 582: Survey Data Collection Methods: Spring 2010**

Dates: January 11-March 6

Instructor: Allyson L. Holbrook

Contact Information:

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Course Credits: 2 hours

Course Format: This course will be taught completely online. All course activities will be asynchronous (i.e., students do not have to be online at a given time). Materials will include readings, slide presentations with written notes or narration and discussions questions. Graded class activities will include weekly discussion questions, assignments, and a final exam. (NOTE: This is the first time this course has been taught online. As such, I would appreciate any comments or suggestions you have. I also ask that you be patient as I am using some of the technologies for the first time and I will be trying out some technologies or strategies in the class to see how well they work.)

Course Overview and Objectives: In this course, the impact of survey data collection techniques on data quality and survey costs will be reviewed. Major data collection methods used in surveys will be reviewed (e.g., face-to-face interviewing, telephone survey and mail questionnaires), and studies comparing these modes will be discussed. New advances in data collection, including computer-assisted telephone interviewing (CATI), computer-assisted personal interviewing (CAPI), and other methods will also be reviewed. Finally the role of interviewers, their impact on survey data, and the literature on interviewer effects will be reviewed and discussed.

Required Texts: None, readings will be made available on the course Blackboard site.

Written Assignments and Discussion Questions: There will be written exercises and discussion question assignments handed out for homework during the course. These exercises are designed for you to (1) practice the concepts covered in the block of lessons to which it pertains; (2) demonstrate your understanding and mastery of these concepts; (3) apply these concepts; and (4) prompt your discussion and questions. Assignments, responses to discussion questions, and comments on assignments and discussion questions should demonstrate good writing skills and should not excessively use "text speak" (srsly!). The instructor will read student posts and assignments and comment or participate when appropriate (I will probably not be able to comment on every post). Feedback and grades for each module will be provided to students at the end of each module (usually within 3-5 days of the final assignment).

Turning in Assignments: Most written assignments and responses to discussion questions should be submitted via the Bulletin boards on Blackboard so that other students can read and comment on them. Responses to Assignments 4.1, 6.1, and the Final Exam should be submitted through the Assignments function on Blackboard. Final Exam responses should also be e-mailed to the instructor at allyson@uic.edu.

Contacting the Instructor: E-mail and telephone contacts are provided above for the instructor. If possible, please use e-mail to contact the instructor with questions or comments. E-mails will typically be answered in 24 hrs. or less, but there may be times when it take a bit longer. Please only use the telephone number if there is an emergency or you cannot use e-mail for some reason.

Deadlines: All assignments are indicated on the class calendar and assignments are due by midnight (Central time) on the day they are due. Students will lose 10% credit for each day that an assignment is late.

Extensions for assignments: Extensions for assignments are at the discretion of the instructor and should be requested *before* the deadline. Emergencies will be considered on a case-by-case basis. If you have a question about an extension, please *talk to the instructor*.

Plagiarism or cheating: Don't do it. It's not worth it. Guidelines regarding academic integrity at UIC are available online <<http://www.uic.edu/depts/sja/integrit.htm>>, and sanctions for academic dishonesty are also available <<http://www.uic.edu/depts/sja/chpt3.htm#3>>. Please don't put me in a position where I need to learn more about these policies.

Technical questions and support: If you have problems accessing or opening files on the website, please contact me directly via e-mail and I will either reload the file or e-mail it to you directly. If you have problems with Blackboard, you can notify me and Blackboard support services at (<http://blackboard.uic.edu/>). You can also check the ACCC website at (<http://www.uic.edu/depts/acc/index.html/>) for notifications that Blackboard is down. Blackboard issues will be taken into account when evaluating students' ability to meet deadlines.