SOCY5516-01: Survey Methodology
Fall 2014
Wednesday 9:00-11:30 am
245 O’Neill Library

Professor: Sara Moorman
Office: 404 McGuinn Hall
Office hours: Wednesday 3:00-5:00 pm
E-mail: moormans@bc.edu

About the Course
This applied course is designed for undergraduate students with a prior background in statistics at the level of SOCY200 (Statistics) and for graduate students with a prior background in statistics at the level of SOCY702 (Introduction to Statistics and Data Analysis). The course will lead students through the design, collection, and analysis of their own surveys. Major topics will include research ethics, sampling, item selection, modes of response, interviewer effects, nonresponse, and data management and analysis. Qualtrics and SPSS will be used to design internet surveys and analyze the resulting data, respectively.

Required Books
The bookstore has ordered:


These books are also available on 2-hour reserve at O’Neill.

Course Reserves Online
Access additional readings as .pdf files through the library website or through the link on the course Canvas page.

Accommodations
If you are a student with a documented disability seeking reasonable accommodations in this course, please contact Kathy Duggan, (617) 552-8093, dugganka@bc.edu, at the Connors Family Learning Center regarding learning disabilities and ADHD, or Paulette Durrett, (617) 552-3470, paulette.durrett@bc.edu, in the Disability Services Office regarding all other types of disabilities, including temporary disabilities. Advance notice and appropriate documentation are required for accommodations.
Schedule

September 3: The Survey in Social Science Research
  1) Fink Chapter 1

September 10: Sampling I
  1) Fink chapter 4
  2) First half of Beam

September 17: Sampling II
  1) Fink chapter 5
  2) Second half of Beam

September 24: Asking about Events and Behaviors: Self-Reports as Statements of Identity
  3) Fink Chapter 2
October 1: Asking about Events and Behaviors: Reporting in Good Faith, but Incorrectly or Unverifiably


2) Fink Chapter 3


October 8: Asking about Attitudes and Opinions: Nuts and Bolts


October 15: Designing Web Surveys in Qualtrics


October 22: Asking About Attitudes and Opinions: Social Theory


**October 29: Asking About Attitudes and Opinions: The Role of Polling in U.S. Elections**


**November 5: Asking About Attitudes and Opinions: Persuasion**


**November 12: Data Management, with a focus on Nonparticipation and Missing Data**


**November 19: Data Analysis and Reporting Survey Results**

1) Fink chapter 6

2) Fink chapter 7

***November 26 is part of Thanksgiving break***

**December 3: Class Presentations**

-no reading-

**December 10: Class Presentations**

-no reading-
Assessment

Grading scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>none at Boston College</td>
<td>93 – 100%</td>
</tr>
<tr>
<td>A</td>
<td>87 – 89%</td>
<td>83 – 86%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92%</td>
<td>80 – 82%</td>
</tr>
<tr>
<td>B+</td>
<td>83 – 86%</td>
<td>73 – 76%</td>
</tr>
<tr>
<td>B</td>
<td>80 – 82%</td>
<td>70 – 72%</td>
</tr>
<tr>
<td>B-</td>
<td>77 – 79%</td>
<td>70 – 72%</td>
</tr>
<tr>
<td>C+</td>
<td>73 – 76%</td>
<td>65 – 68%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 72%</td>
<td>60 – 62%</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69%</td>
<td>60 – 62%</td>
</tr>
<tr>
<td>D</td>
<td>below 60%</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>below 60%</td>
<td></td>
</tr>
</tbody>
</table>

Task | Due date | Percentage of grade |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Throughout</td>
<td>10</td>
</tr>
<tr>
<td>Beam rebuttal</td>
<td>October 1</td>
<td>10</td>
</tr>
<tr>
<td>Sampling</td>
<td>October 15</td>
<td>15</td>
</tr>
<tr>
<td>Item selection</td>
<td>October 29</td>
<td>15</td>
</tr>
<tr>
<td>Survey design</td>
<td>November 12</td>
<td>15</td>
</tr>
<tr>
<td>Class presentation</td>
<td>December 3/10</td>
<td>15</td>
</tr>
<tr>
<td>Ethics training</td>
<td>December 17</td>
<td>5</td>
</tr>
<tr>
<td>Results and Analysis</td>
<td>December 17</td>
<td>15</td>
</tr>
</tbody>
</table>

Assignment Submission

All written assignments are to be uploaded to Canvas by 11:59 pm Eastern time on the due date. Papers submitted after 11:59 pm on the due date are late and will lose a letter grade a day. That is, a paper submitted on time is worth, at best, an A. A paper submitted between midnight and 11:59 pm of the day following the due date is worth, at best, a B. If you wish to avoid the late penalty, you must make arrangements with me in advance, or you must provide proof of extenuating circumstances (e.g., doctor’s note, funeral program).

Academic Honesty

Your work must be your words and ideas. When writing papers, use quotation marks around someone else’s exact words and identify whose words they are. If you come across a good idea, by all means use it in your writing, but be sure to acknowledge whose idea it is. Failure to comply will result in (a) automatic failure of the assignment, and (b) a report to the Dean and the Committee on Academic Integrity. For further information, please review the College’s policies on academic integrity here: http://www.bc.edu/content/bc/offices/stserv/academic/integrity.html