

Social Survey Methodology (GSPDC 884)

Spring 2018

Professor Sung-Il Bae

Class Meets

Saturday, 1:00-3:45 p.m., Room 208

Contact Information

- Office Location: Room 216, College of Management & International Relations Building (located in the opposite of the GSP Building)
- Email Address: bbsi@khu.ac.kr
- Office Hours: Only by Email appointment
- Course Website: <http://gsp.khu.ac.kr> ⇔ Students ⇔ Class Board (Lecture notes are downloadable)

Condition for taking the Course

Graduate students who plan to take "Research Methods for Behavioral Sciences (GSPIB 782)", can not take this course due to the similar contents of the two courses.

Prerequisites of the Course

Managerial Statistics or equivalent course (This class assumes not only that you have taken a basic Statistics course, but that you really understand it.)

Course Description

This course is designed for IDC graduate & Ph.D. students who plan to write a thesis. The purpose of the course is an in-depth study of the survey research methodology, which include design of the survey, sampling, data collection, analysis, and interpretation. Whenever possible, we will use examples and data from real surveys employed by academic researchers, professional survey firms, and so on. Course assignments will require students to actively participate in every stage of the survey process, from initial design to final analysis.

After taking this course, it is hoped that the students can

- ① Achieve a reasonable degree of skill in survey research techniques, including sampling strategies, data collection methods, and questionnaire design.
- ② Appreciate the value of mixing survey mode among internet, phone, and mail survey.
- ③ Understand the information obtained from survey data.
- ④ Carry out statistical analysis of survey data.

Main Reading

Dillman, Don A., Jolene D. Smyth, and Leah Melani Christian, *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (IMPS for short), 4th edition, Wiley, 2014.

Keller, G., *Managerial Statistics* (MS for short), 9th edition, South-Western, 2011.

Course Grades

Grades will be based on two group assignments, a midterm and a final exam with attendance and class participation. Students are required to submit two group assignments and to take exams on the scheduled time. Late group assignments will receive a reduced grade (5% deducted per day for each day late, including weekends), and no makeup exams will be given.

The final grade for the course consists of

- ① Attendance and class participation: 10%
- ② Group assignments: 40%
- ③ Midterm exam: 20%
- ④ Final exam: 30%

Calculators

You will definitely need a calculator for the exams. Scientific calculator is required.

Class Schedule and Course Outline (Preliminary)

The following schedule shows the topics that will be covered in our class. Also, listed is the material that the students should read through before each class. This schedule should be considered tentative, as it is likely to change during the course, depending on various factors such as the degree of your understanding. Should changes be made, they will be announced in class at least in ahead of one or two weeks.

Week 1: Introduction: Sample Surveys

1) Four Sources of Survey Error

2) Coverage and Sampling Terms

- Required Reading: IMPS Ch. 1 and Ch. 3

Week 2: Response Rate for a Survey

- Required Reading: IMPS Ch. 2

Week 3: The Fundamentals of Writing Questions

- Required Reading: IMPS Ch. 4

Week 4: Open- and Closed- Ended Questions

- Required Reading: IMPS Ch. 5

Week 5: Design of Questions and Questionnaires
Ordering Questions and Testing for Question Order Effects
■ Required Reading: IMPS Ch. 6 and Ch. 7

Week 6: Student Presentations for Group Assignment I

Week 7: Introduction of Statistical Analysis
1) Types of Data
2) Descriptive Statistics: Measures of Central Tendency and Dispersion
■ Required Reading: MS Ch. 2 and Ch. 4

Week 8: Mid-term Exam

Week 9: Confidence Intervals and Hypothesis Testing
■ Required Reading: MS Ch. 10, Ch. 11 and Ch. 12

Week 10: Determining the Sample Size
■ Required Reading: Printed materials

Week 11: Analyzing Cross-Tabulated Data
■ Required Reading: Printed materials

Week 12: Simple and Multiple Linear Regression
■ Required Reading: MS Ch. 16 and Ch. 17

Week 13: Introduction of Structural Equation Modelling
■ Required Reading: Printed materials

Week 14: Practice of Structural Equation Modelling
■ Required Reading: Printed materials

Week 15: Final Exam and Submission of Group Assignment II