Questionnaire Design and Survey Method
問卷設計與調查方法

Winter 2007

Class web page at iteach (includes discussion board): http://iteach.ncku.edu.tw/

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Time and Location: Tuesday, 1:10 -3:00 PM, 76-104

Office Hours: Monday, 5:00-6:00 PM or by appointment

Subject Matter: This course provides training and experience in survey questionnaire design and related survey methods, including five major topics:
2. Formatting, wording, coding, and ordering questions.
3. Design issues for various modes of survey data collection.
4. Designing questions to measure various key groups of variables.
5. Analyzing survey data

Course Requirements: There are two requirements in addition to active participation in the weekly: (1) an individual questionnaire design project and (2) a take-home exercise.

(1) Students are expected to complete all assignments according to the class schedule. Students must post their assignments on the course web page by noon on Monday to allow everyone an opportunity to read the material before the seminar session.

(2) A take-home exercise is not a collaborative exercise, although you can ask the instructor or other students questions about how to do a particular calculation.

Several assignments will be scheduled throughout the course:

In week 4-5 students are required to present topics and 1-page outline of their questionnaire to the class. This presentation will include a clear and concise statement of the goals of the questionnaire, the literature to be reviewed, and the major themes that will be developed in the questionnaire.

In week 9 students present their individual questionnaire project and provide critiques to each questionnaire of other students’.

In week 12 students present and critique a developed scale. Each selected scale should be posted on course web page by noon on May 09 2007.

In week 16 students present their final questionnaire design project.

Grades: Student grades will be determined as follows:

Assignments 60%
Take-home exercise 20%
In-class participation 20%
Attendance and participation are essential. Students are expected to come to class each week with a good basic understanding of all assigned reading. Students are also expected to bring thoughtful questions that contribute to discussion. In addition, the course is conducted in a seminar format that relies heavily on in-class participation. Thus, students who participate at no more than minimal levels will not be eligible to earn a final grade of 80 or higher.

To complete the course, students must finish all assignments. As a matter of policy, I do not give incompletes.

Readings:
1. Course Reader includes readings selected from the instructor and participating students.

Schedule:

Week 1, Feb. 27. Introduction to the course: Basic concepts and process of questionnaire design

Week 2, March 6. Introduction to survey research method

Week 3, March 13. Questionnaire design

Week 4, March 20. Workshop/discussion about individual questionnaire design project

Week 5, March 27. Revision of questionnaire

Week 6, April 03. Holiday

Week 7, April 10. Applications of survey research to questionnaire design
Week 8, April 17. Explanatory research method


Week 9, April 24. Student presentation and critique of individual questionnaire design project

Week 10, May 1. Survey research method: Sampling and interviewing


Week 11, May 08. Scale development


Week 12, May 15. Student presentation and critique of a developed scale


Week 13, May 22. Completion of survey research process: Turn data into findings


Week 14, May 29. Completion of survey research process: Report and communicate findings (I)


Week 15, June 05. Completion of survey research process: Report and communicate findings (II)


Week 16, June 12. Class evaluation & student presentation and re-evaluation of individual questionnaire design project

Week 17, June 19. Holiday

Week 18, June 26. Take-Home Exercise

TAKE-HOME EXERCISE DUE BY FRIDAY NOON OF FINALS WEEK