

**University of Florida**  
**College of Public Health & Health Professions Syllabus**  
**PHC 6716 Survey Research/Instrument Methods**

Semester: Fall 2016  
Delivery Format: On-Campus

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Instructor Name: Arch G. Mainous III, PhD  
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## **PURPOSE AND OUTCOME**

### **Course Overview**

This course a doctoral level research methods offering in the PhD in Public Health program at the University of Florida. Survey Research/Instrument Methods focuses on developing a larger toolbox of research methods, but more importantly, it will provide a greater understanding of how and when to apply those methods to address research questions. This course will help in the development of students to become successful independent investigators.

### **Course Objectives**

Upon successful completion of the course, students should be able to:

1. Design a survey and compute sampling error
2. Write questions to assess knowledge, attitudes and behaviors
3. Create a scale and assess the psychometrics of the scale

### **Course Materials**

Readings will be assigned. This class will include student analyses of data sets with SAS.

Books that are required are:

Floyd J. Fowler. Survey Research Methods (Applied Social Research Methods). 5th Edition, 2013. SAGE Publications

Robert F. Devellis. Scale Development: Theory and Applications (Applied Social Research Methods). 3rd Edition, 2011. SAGE Publications

Books that are optional are:

David Streiner, Geoffrey Norman, John Cairney. Health Measurement Scales: A Practical Guide to Their Development and Use. 5th Edition, 2015. Oxford University Press

Lu Ann Aday, Llewellyn J. Cornelius. Designing and Conducting Health Surveys. 3<sup>rd</sup> Edition, 2006. Jossey Bass.

### **Strategy to meet the course objectives**

Assessment of the degree to which course objectives and competencies are achieved will be by means of

- One exam
- Class presentations and affiliated papers
- Class attendance, preparation, and participation

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### **DESCRIPTION OF COURSE CONTENT**

#### **Topical Outline/Course Schedule**

Week	Date(s)	Topic(s)
1	August 22	Introduction/Syllabus/Experience
2	August 29	Utility and Application of Questionnaires
3	September 5	Survey Design and Sampling Frames
4	September 12	Sampling Error and Sample Size
5	September 19	Question Writing
6	September 26	Scale and Measure Creation
7	October 3	<b>Class Presentations</b>
8	October 10	Scale and Measure Creation
9	October 17	Scale and Measure Creation
10	October 24	Issues in fielding a survey
11	October 31	Factor Analysis and Principal Components
12	November 7	Validation of Scales
13	November 14	<b>Class Presentations</b>
14	November 21	<i>Thanksgiving</i>
15	November 28	Potpourri and Review
16	December 5	<i>Reading Day</i>
Finals Week		<b>Final Exam</b>

The topical outline may vary based on the progress of the class in grasping concepts.

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### **ACADEMIC REQUIREMENTS AND GRADING**

#### **Grading**

#### **Grading Components**

*Exams (50%)*

There will be a final exam.

*Presentations/Written Analysis (50%)*

*Late papers will not be accepted.*

Total Points (of 100)	Grade Points	Grade
95 or more	4.0	A
90-94	3.67	A-
87 - 89	3.33	B+
83-86	3.0	B
80 – 82	2.67	B-
77-79	2.33	C+
73-76	2.0	C
70-72	1.67	C-
67-69	1.33	D+
63-66	1.0	D
60-62	.67	D-
Below 60	0	E

Please be aware that a C- is not an acceptable grade for graduate students. In addition, a grade of C counts toward a graduate degree only if an equal number of credits in courses numbered 5000 or higher have been earned with an A.

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E	WF	I	NG	S-U
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	0.67	0.0	0.0	0.0	0.0	0.0

For greater detail on the meaning of letter grades and university policies related to them, see the Registrar's Grade Policy regulations at:

<http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

#### **Exam Policy**

Exams will be delivered in the assigned time. Communication of issues is expected at least two weeks prior.

#### **Policy Related to Make up Exams or Other Work**

Make up work is at the discretion of the instructor and will only be offered under valid conditions and with advance coordination with the instructor.

### **Policy Related to Required Class Attendance**

It is expected that you will attend, prepare for, and participate in all class sessions. Personal issues with respect to class attendance or fulfillment of course requirements will be handled on an individual basis and should be addressed as soon as possible.

All faculty are bound by the UF policy for excused absences. For information regarding the UF Attendance Policy see the Registrar website for additional details:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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## **STUDENT EXPECTATIONS, ROLES, AND OPPORTUNITIES FOR INPUT**

### **Expectations Regarding Course Behavior**

Cell phone use is not permitted in class. Some use of tablets or laptops may be appropriate, but is generally discouraged.

### **Communication Guidelines**

Students will be expected to communicate with the instructor via official ufl email address. In the case of emergency, direct phone contact either via call or text is appropriate.

### **Academic Integrity**

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

**“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”**

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, 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 your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

<http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

### **Online Faculty Course Evaluation Process**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at

<https://evaluations.ufl.edu/results/>.

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## SUPPORT SERVICES

### **Accommodations for Students with Disabilities**

If you require classroom accommodation because of a disability, you must register with the Dean of Students Office <http://www.dso.ufl.edu> within the first week of class. The Dean of Students Office will provide documentation of accommodations to you, which you then give to me as the instructor of the course to receive accommodations. Please make sure you provide this letter to me by the end of the second week of the course. The College is committed to providing reasonable accommodations to assist students in their coursework.

### **Counseling and Student Health**

Students sometimes experience stress from academic expectations and/or personal and interpersonal issues that may interfere with their academic performance. If you find yourself facing issues that have the potential to or are already negatively affecting your coursework, you are encouraged to talk with an instructor and/or seek help through University resources available to you.

- The Counseling and Wellness Center 352-392-1575 offers a variety of support services such as psychological assessment and intervention and assistance for math and test anxiety. Visit their web site for more information: <http://www.counseling.ufl.edu>. On line and in person assistance is available.
- You Matter We Care website: <http://www.umatter.ufl.edu/>. If you are feeling overwhelmed or stressed, you can reach out for help through the You Matter We Care website, which is staffed by Dean of Students and Counseling Center personnel.
- The Student Health Care Center at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: <https://shcc.ufl.edu/>
- Crisis intervention is always available 24/7 from:  
Alachua County Crisis Center  
(352) 264-6789  
<http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx>

Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.

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