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.

Relation to Program Outcomes

The PhD in Public Health has a goal of preparing students to have a knowledge of scientific and analytic approaches to discovery and translation of public health knowledge in the context of a population health framework. Understanding and creating surveys, scales and risk scores is consistent with this goal.

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. Understand the rationale for a risk score, create a risk score and assess it

Instructional Methods
Assigned reading, outside reading and class projects.

What is expected of you?

You are expected to actively engage in the course throughout the semester. You must come to class prepared. Class discussions will include everyone. Your participation in class discussion and group projects fosters a rich course experience for you and your peers that facilitates overall mastery of the course objectives.

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

DESCRIPTION OF COURSE CONTENT

Topical Outline/Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date(s)</th>
<th>Topic(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>August 22</td>
<td>Introduction/Syllabus/Experience</td>
</tr>
<tr>
<td>2</td>
<td>August 29</td>
<td>Utility and Application of Questionnaires</td>
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<tr>
<td>3</td>
<td>September 5</td>
<td>Survey Design and Sampling Frames</td>
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<tr>
<td>4</td>
<td>September 12</td>
<td>Sampling Error and Sample Size</td>
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<td>5</td>
<td>September 19</td>
<td>Question Writing</td>
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<tr>
<td>6</td>
<td>September 26</td>
<td>Scale and Measure Creation</td>
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<tr>
<td>7</td>
<td>October 3</td>
<td>Factor Analysis and Principal Components</td>
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<tr>
<td>8</td>
<td>October 10</td>
<td>Class Presentations</td>
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<tr>
<td>9</td>
<td>October 17</td>
<td>Introduction to Risk Scores (past student presentations)</td>
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<tr>
<td>10</td>
<td>October 24</td>
<td>Creation of Risk Scores</td>
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<tr>
<td>11</td>
<td>October 31</td>
<td>Validation of Risk Scores</td>
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<tr>
<td>12</td>
<td>November 7</td>
<td>Small Group Work</td>
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<tr>
<td>13</td>
<td>November 14</td>
<td>Class Presentations</td>
</tr>
<tr>
<td>14</td>
<td>November 22</td>
<td>Potpourri and review</td>
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<tr>
<td>15</td>
<td>November 28</td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>16</td>
<td>December 5</td>
<td>Reading Day</td>
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<tr>
<td>Finals Week</td>
<td>Final Exam</td>
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The topical outline may vary based on the progress of the class in grasping concepts.

Course Materials

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

Books that are required are:
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.

Point system used (i.e., how do course points translate into letter grades).

<table>
<thead>
<tr>
<th>Points earned</th>
<th>93-100</th>
<th>90-92</th>
<th>87-89</th>
<th>83-86</th>
<th>80-79</th>
<th>77-76</th>
<th>70-72</th>
<th>67-69</th>
<th>63-66</th>
<th>60-62</th>
<th>Below 60</th>
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</thead>
<tbody>
<tr>
<td>Letter Grade</td>
<td>A</td>
<td>A-</td>
<td>B+</td>
<td>B</td>
<td>B-</td>
<td>C+</td>
<td>C</td>
<td>C-</td>
<td>D+</td>
<td>D</td>
<td>E</td>
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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.
<table>
<thead>
<tr>
<th>Grade Points</th>
<th>4.0</th>
<th>3.67</th>
<th>3.33</th>
<th>3.0</th>
<th>2.67</th>
<th>2.33</th>
<th>2.0</th>
<th>1.67</th>
<th>1.33</th>
<th>1.0</th>
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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.

Please note 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

Excused absences must be consistent with university policies in the Graduate Catalog (http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#attendance) and require appropriate documentation. Additional information can be found here:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**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/.

Policy Related to Guests Attending Class:

Only registered students are permitted to attend class. However, we recognize that students who are caretakers may face occasional unexpected challenges creating attendance barriers. Therefore, by exception, a department chair or his or her designee (e.g., instructors) may grant a student permission to bring a guest(s) for a total of two class sessions per semester. This is two sessions total across all courses. No further extensions will be granted. Please note that guests are not permitted to attend either cadaver or wet labs. Students are responsible for course material regardless of attendance. For additional information, please review the Classroom Guests of Students policy in its entirety. Link to full policy: http://facstaff.phhp.ufl.edu/services/resourceguide/getstarted.htm

SUPPORT SERVICES

Accommodations for Students with Disabilities
If you require classroom accommodation because of a disability, it is strongly recommended you register with the Dean of Students Office http://www.dso.ufl.edu within the first week of class or as soon as you believe you might be eligible for accommodations. The Dean of Students Office will provide documentation of accommodations to you, which you must then give to me as the instructor of the course to receive accommodations. Please do this as soon as possible after you receive the letter. Students with disabilities should follow this procedure as early as possible in the semester. 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.

Inclusive Learning Environment
Public health and health professions are based on the belief in human dignity and on respect for the individual. As we share our personal beliefs inside or outside of the classroom, it is always with the understanding that we value and respect diversity of background, experience, and opinion, where every individual feels valued. We believe in, and promote, openness and tolerance of differences in ethnicity and culture, and we respect differing personal, spiritual, religious and political values. We further believe that celebrating such diversity enriches the quality of the educational experiences we provide our students and enhances our own personal and professional relationships. We embrace The University of Florida’s Non-Discrimination Policy, which reads, “The University shall actively promote equal opportunity policies and practices conforming to laws against discrimination. The University is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans’ Readjustment Assistance Act.” If you have questions or concerns about your rights and responsibilities for inclusive learning environment, please see your instructor or refer to the Office of Multicultural & Diversity Affairs website: www.multicultural.ufl.edu