Text: *Elementary Survey Sampling, 6th Edition*, by Richard L. Scheaffer, William Mendenhall III, and R. Lyman Ott; additional readings from journal articles and reports, and additional materials provided by the instructor.

Course Objectives:
- Understand and practice the basic statistical foundations and methods of survey research, and analysis of survey data:
  - Research question construction, sampling procedures, common mistakes in sampling, survey design, validity and reliability, pilot testing, and ethics.
  - Survey implementation, data collection methods, sampling and non sampling errors. Basic statistical analysis of survey data involving descriptive statistics, confidence intervals, hypothesis tests, and modeling.
  - Interpretation and communication of results in written and oral form.
- Gain experience with survey data collection programs and data analysis software.
- Acquire the knowledge and experience that will provide the foundation for other courses in the interdisciplinary survey research minor.
- Begin to address the wide variety of statistical problems encountered in the survey research workplace.

Course Format:
3 credit hours comprised of 2 80-minute sessions per week or 3 55 min sessions, held in a computer lab. Sessions will be team-oriented in a discovery-based learning environment facilitated by a faculty member.

Prerequisites:
Stat 135, Stat 145, Stat 528, Stat 1350, Stat 1450, Stat 5301, or permission of instructor; Math 104 or Math 1075 or equivalent. Prior experience with computer software is not required.

Exclusions:
Stat 551 or Stat 651 or Stat 6510

Conversion Notes:
This course is a straight conversion from a 5 credit hour quarter course.

A tentative topic list is below.
TENTATIVE TOPICS LIST

Intro; constructing a research question; Choosing your survey type
Taking your sample: basics/SURVEY Program;
Top 10 mistakes in sampling
Designing a good survey.
Testing your survey: reliability, validity, pilot testing
Carrying out your survey: tips and cautions;
Sampling and nonsampling errors.
Entering, checking and cleaning up your data.
Organizing, summarizing, and analyzing your survey data.
Statistical analysis of survey data:
confidence intervals, tests, model building.
Interpreting and communicating results of survey research;
critiquing other survey results
More advanced sampling plans and statistical techniques for survey data;
Examining the National Crime Victimization Survey
Final Projects: oral presentation and paper