

**College of Public Health and Health Professions**  
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**PHC 6716: Survey Research Methods. 3 credit hours**

**Description:** This course provides an introduction to population surveys typical in descriptive (surveillance) and analytic epidemiologic research. The course has a strong emphasis on telephone questionnaire methods, but also includes other data collection modes and their relative advantages and disadvantages. Survey sampling, survey planning and data collection, computer interviewing and data management techniques for research surveys are emphasized. The course includes generalized methods and didactic materials as well as case studies drawn from the experiences of the course instructor and other University researchers.

**Prerequisites:** Students are recommended to have completed PHC 6001 and STA 6207 or PHC 6052 or the equivalent.

**Course Objectives:** Students will be able to:

- Understand and choose among data collection methods for surveillance and research
- Apply survey methods to real-life examples
- Understand sampling for research and the applicability of various analytic techniques depending on sampling
- Prepare data reports from surveys
- Prepare data collection plans with scheduling and financial estimates
- Apply quality assurance procedures in survey research

**Course Schedule:** The course will meet on one evening (6:00 PM to 9:00 PM) at the University of Florida Survey Research Center (summer C).

**Text/Readings:**

Required: Fowler J Jr. (2002). Survey Research Methods. Thousand Oaks, CA: Sage Publishing.

Additional text (but not required): Herbert Frank, Weisberg, Jon A. Krosnick, and Bruce D. Bowen (1996) An Introduction to Survey Research, Polling, and Data Analysis

Readings also will be assigned from current scientific and survey literature. These will be posted weekly at: <http://survey.bebr.ufl.edu/phc6716>. Students will give a short summary of the readings for each class.

**Grading:** The grading scale for this course consists of the standard scale below:

90% - 100% = A  
85% -89.9% = B+  
80% -84.9% = B  
75% -79.9% = C+

70% -74.9% = C  
65% -69.9% = D+  
60% - 64.9% = D  
Below 60% = E

**Grading Methods:** The assessment will include homework assignments, quizzes, an individual course paper and associated class presentation, and class participation.

Homework assignments = 20%

Individual project = 20% (Based on oral presentation)

Quizzes = 30% (Three quizzes at 10% each)

Class Survey Project = 20%

Class participation = 10% (Based on in class dialogue and summaries of articles)

**Class Attendance:** Class attendance is mandatory for students. Excused absences follow the criteria of the UFL Graduate Catalogue (e.g., illness, serious family emergency, military obligations, religious holidays), and should be communicated to the instructor prior to the missed class day when possible. UFL rules require attendance during the first two course sessions, and students also must attend the final two course sessions of student presentations for this class. Missing three scheduled sessions will result in a failure. Regardless of attendance, students are responsible for all material presented in class and meeting scheduled due dates for class assignments. Finally, students should read the assigned readings prior to the class meetings, and be prepared to discuss the material except for the first class session.

**Homework:** Students will be assigned a homework project at the end of each class that will be due at the beginning of the next class.

**Individual Projects:** Students will be assigned a recurring survey data set (e.g. Current Population Survey) or a government entity relevant to survey research (e.g. Agency for Health Care Policy and Research). Each student will learn as much as they can about their assigned survey or entity, and do a PowerPoint presentation on their topic to the class.

**Survey Project:** Students will be trained to conduct telephone survey research per the protocols of the UF Survey Research Center. A portion of each class will be devoted to the development of a survey questionnaire, telephone calls to potential respondents and analysis of the data.

**Policy on Make-Up Work:** Students are allowed to make up work as the result of illness or other unanticipated circumstances warranting a medical excuse and resulting in the student missing a homework or project deadline, consistent with College policy. Documentation from a health care provider is required. Work missed for any other reason will receive a grade of zero.

**Accommodations for Students with Disabilities:** Students requiring accommodations must first register with the Dean of Students' Office. The Dean of Students' Office will provide documentation to the student who must then provide this documentation to the faculty member when requesting accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework.

## Course Outline:

May 13: Course overview and expectations. Introduction to Surveys

- Overview of Course
- Overview of UF Survey Research Center
- Why do a survey?
- Sample versus a Census
- What are some typical uses of surveys?
- Case Studies

Homework: Find an article from the popular media (newspaper, magazine, Internet) concerning a survey having to do with health or health care. Find other documentation on the survey from its original source, such as an academic article, a web site, etc. Write a 1-2 page synopsis of the article focusing on the following:

- Contrast what the survey was designed for versus the focus of the article. Did the article focus on a main topic of the research or only one aspect
- What was the purpose of the survey? Was it to estimate the prevalence of something or to understand the relationship between variables?
- In your opinion were the results accurately reported?
- What were some of the potential problems with the survey and the article?

Readings for May 20 PDF files located at <http://survey.bebr.ufl.edu/phc6716>

- Fowler Chapters 1-2,4
- Faugier, J. and M. Sargeant (1997). Sampling Hard to Reach Populations. *Journal of Advanced Nursing* 26(4): 790-797.
- Glaser, S. and C. Stearns (2002). "Reliability of Random Digit Dialing Calls to Enumerate an Adult Female Population." *American Journal of Epidemiology* 155(10): 972-975.
- Gaziano, C. (2005) Comparative analysis of within-household respondent selection techniques. *Public Opinion Quarterly* 69: 124-157.
- Anderson, J. E., Nelson, D. E., Wilson, R. W. (1998) Telephone coverage and measurement of health risk indicators: Data from the National Health Interview Survey. *American Journal of Public Health* 88: 1392-1395.

May 20: Populations and Sampling Frames

- Defining the population precisely
- Survey Modes (Telephone, Mail, Web, Face-to-face)
- Random Digit versus Listed Samples for telephone surveys
- Options from Sample Vendors (GENESYS and Survey Sampling)

May 27: Margin of Error

- Calculation of margin of error
- Power analyses for determining sample size
- Predicting and planning for attrition from sampling frames, fixed lists

June 3: Response rates and Disposition Coding

- What is a response rate and what should it be used for?
- Overview of AAPOR and CASRO disposition coding
- Review of different ways to calculate response rates
- Issues in improving response and quality assurance
- Case studies

#### June 10: Questions and Levels of Measurement

- **Quiz 1**
- Categorical (nominal) questions
- Ordinal questions
- Interval questions
- Open-ended questions

#### June 17: Question Wording

- Problem question types (e.g. loaded, two-barreled, etc.)
- Being specific
- Widely used Epidemiology modules (e.g. CAHPS)

#### July 8: Scales and Scale Construction

- Widely used scales (e.g. depression, living with illness)
- How to construct a scale

#### July 15: Understanding and reporting descriptive statistics for surveys: Analyzing Frequencies, Means, Correlations and T-tests

- **Quiz 2**
- Reading a Frequency
- Reading a Crosstabulation
- Reading a Univariate Analysis
- Reading a Correlation Analysis
- Reading a T-test
- Presentation of Results charts and graphs
- Making Tables

#### July 22: Weighting and Dealing with Missing Data

- What is Weighting and How to Do It
- Stratified and quota samples
- Imputation for Missing Values

#### July 29: Contracting for a Survey/Student Presentations

- **Quiz 3**
- Estimating Cost
- Things to include in a Contract
- How to deal with problems and delays
- Evaluating what you got for your money

- Cell phones, Caller ID, Do Not Call Registry
- Student Presentations

August 5: Student Presentations