

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

Semester: Fall 2020
Delivery Format: Hybrid—Zoom Synchronous and Face-to-Face

Instructor Name: Arch G. Mainous III, PhD
Room Number: Online-synchronous
Final: In person—Room to be determined
Thursdays: 9:35 am – 12:35 pm
Phone Number: 352-273-6073
Email Address: arch.mainous@ufl.edu
Office Hours: by apt
Preferred Course Communications: email

Prerequisites

Basic statistics and research methods. Data analysis will be required in this course.

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 and Competencies

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

1. Design a survey, compute sampling error and analyze survey responses
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. We will have discussions in synchronous fashion via digital technology (e.g. Zoom).

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. Everyone will participate and you may be called upon to answer questions within class. 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

Week	Date(s)	Topic(s)
1	September 3	Introduction/Syllabus/Experience
2	September 10	Utility and Application of Questionnaires
3	September 17	Survey Design and Sampling Frames
4	September 24	Sampling Error and Sample Size
5	October 1	Question Writing
6	October 8	Scale and Measure Creation
7	October 15	Factor Analysis and Principal Components
8	October 22	Class Presentations
9	October 29	Introduction to Risk Scores (Potentially past student presentations)
10	November 5	Creation of Risk Scores
11	November 12	Validation of Risk Scores
12	November 19	Small group work
13	November 26	Thanksgiving
14	December 3	Class Presentations
15	December 10	<i>Reading Day</i>
16	December 17	Final Exam

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:

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. 3rd Edition, 2006. Jossey Bass.

ACADEMIC REQUIREMENTS AND GRADING

Grading

Grading Components

Exams (50%)

There will be a final exam. This exam will be based on all of the material presented throughout the semester. Some material will come from the books and some will be presented in class so it is important to listen and take notes. There will be no questions on the final of material that wasn't discussed in class.

The final exam will be a mixture of true/false and multiple choice questions. It will take place in a face-to-face context in a classroom.

Presentations/Written Analysis (40%)

Late papers will not be accepted.

The components of the writing and presentation are scored separately. Each of sections are scored equally. The two grades are averaged for a final grade for the project. Since it is a team project everyone on the team receives the same score for the project.

Writing:

The literature review is comprehensive and clearly leads the reader to a gap in the literature.

The methods are appropriate to answer the stated research question. Statistical analysis is actually computed not just suggested.

The results clearly show the findings that test the research question and follow what was described in the methods

The discussion appropriately summarizes the findings, provides a sophisticated awareness of strengths and limitations to the project, and discusses the implications of the results.

Presentation:

The slides easy to read and the presentation follows the written manuscript.

The presenters can appropriately and knowledgeably answer questions about their project.

Attendance/Participation (10%)

During the live Zoom sessions, students are expected to active engage in discussion by asking questions and/or commenting on the topic. Preparation is a key to successful participation.

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

Points earned	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	Below 60
Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	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.

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.phphp.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
