ESM 269: Survey Design & Env. Public Opinion

Syllabus updated 3/17/2020
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Lectures: M 3:30-4:15 via zoom
Office Hours: TBD, all via zoom

SPRING 2020 & COVID-19

This quarter is going to be a trial in our ability at the UC’s to develop flexible teaching instruments. Some instructors and faculty will do better or worse than others. Do not be surprised if some elements of the course go well and others less so. We are all going to need to show some patience and compassion over the coming months. I know going to remote instruction isn’t ideal, but none of this is ideal, and try to keep this course and your other Bren courses in perspective. My goal is to tailor this course to your needs + make sure you have what you need to finish your degree or improve your GP or land you a job.

Course Objectives

These are likely to differ for each of you. Assignments & readings will be flexible, therefore allowing each of you to chart out your own plan for the quarter.

- Primary Objective: To learn the basics of survey design & analysis applicable to group project work, academic research, and future jobs.
  - Applied Survey Research: For those of you hoping to conduct a survey in the near future or are already underway, then the course objectives should correspond directly to your project / survey
  - Survey Research Literacy: If you don’t have anything specific in mind, then your objectives can be geared more developing survey research competency and a general sense of how to conduct survey research

Learning Outcomes

- Recognize when surveys or polls are an appropriate tool for data collection – surveys are not always the best or most appropriate way to gather data on a population
- Distinguish the good (survey data and procedures) from the bad – you’ll hear yourself thinking, ‘these statistics are based on shady data’ or ‘who did they poll?’
- Understand the use of different types of questions and scales in survey research – some questions serve to create a scale / measure, others are more explorative, and the options you give respondents really matter
- Know the step-wise process for developing a questionnaire & appropriate analysis - from literature review to question development, pre-testing, expert review, recruitment, and analysis

Materials

- Textbook: Louis M. Rea & Richard Parker’s Designing and Conducting Survey Research, a Comprehensive Guide (4th edition), if you are currently or plan to be conducting survey research in the near future this is a great resource, if not, much of this textbook will be included in the lecture slides. It’s possible the UC will be able to offer an e-book version, stay tuned.
- GauchoSpace: I will post all additional readings, assignments, resources, and links to our course page. Please check here for all your questions.
由于课程的翻转教学的必要性和我们小规模的班级，我提议将教室翻转。这是一个提议的计划，用于预期（可能需要改变）。

○ 课前完成以下内容：
  ○ 观看与主要概念相关的迷你讲座
  ○ 选择至少一个额外的新闻文章或视频来阅读/观看
  ○ 浏览同伴在GS上的反射

○ 在课堂上：
  ○ 预期课堂只有大约40分钟，期间我们将讨论由教师在小型 breakout小组中的分配

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**不要忘记**

**适应性：**如果您想因残疾而请求学术适应性，请联系**disabled students program**

**剽窃：**如果您使用了一个想法或是一个事实不加引用，您就是在剽窃别人的工作。剽窃和作弊是学术诚信的违反。根据UCSB的学术行为政策，这些违反行为将导致纪律处分，包括转交司法事务。剽窃是提交部分或全部不是学生自己的工作而不引用那些相同的部分到他们的正确来源。对于剽窃的例子和避免的方法，请参阅**flyer**。有关更多关于UCSB政策的信息，请访问**here**。

**作业描述**

**作业#1 - 自定义课程目标：**在您审阅课程大纲后，表达您的个人课程目标/目标和您的课程计划。使用以下问题来指导您的回答（300字或更少）。也不要忘记在google表格上填写您的两个反应周。

○ 您为什么选择这门课程？
○ 您认为课程中将要涵盖的概念将如何在未来服务于您？
○ 课程中有什么让您感到困难或让人望而生畏的？课程中有什么让您感到非常兴奋的？
○ 您如何修改作业2和3以适应您的课程需要的（请参阅描述）
Assignment #2 – Survey brief: write a one-page brief summarizing and analyzing a survey. Include a description of the participants, recruitment, and key results. Also discuss what else you would’ve liked to know and how you would change the survey, given the chance. Do not summarize the whole survey if it’s especially long, just pick a few interesting variables / results. Include two headlines that could be used to capture the attention of a potential reader. You may do this individually, in pairs, or groups of 3.

Below are sources for environmental polls, but feel free to pick another (it doesn’t have to be on the environment) OR assess your own work:

- http://www.pollingreport.com/enviro.htm
- http://www.lcv.org/polls/
- http://www.sscnet.ucla.edu/issr/da/
- http://www.yale.edu/envirocenter/environmentalpoll.htm
- http://www.washingtonpost.com/wp-dyn/content/politics/polls/
- http://www.ppic.org

Assignment #3 – Survey analysis: using either your own data or a dataset provided, conduct some preliminary analysis in R & write up a brief summary of the results in R markdown. Your submission should include a research question & hypothesis, description of the data, descriptive statistics, the results of one or more models, and one figure. You may complete this individually, in pairs, or groups of 3. The submission should not be more than 2 pages in length.

Reflections – Two times during the quarter (which will be assigned during week 1), prepare a ~300 word commentary on the week’s materials. This is an open reflection, you can consider what stood out to you, how the pieces fit together, what seemed confusing or especially interesting, etc. Please make one clear, concise, and well-structured argument and be sure to spell check.