

	<p><b>Midwestern State University</b>  <b>College of Health Sciences &amp; Human Services</b></p> <p><b>Master of Science in Radiologic Sciences</b></p>
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**Course Number:** RADS 6443 – Summer 2022

**Course Title:** Survey Design in Radiologic Sciences

**Faculty:** Dr. Lynette Watts, Associate Professor  
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**Course Overview:** This course covers the design and administration of questionnaires/surveys. Additional topics will include types of questionnaires, presenting and describing survey data, and sampling procedures. The course will focus on special issues related to mail surveys.

**Course Objectives:**

1. Identify the steps involved in conducting a survey
2. Describe the advantages and disadvantages of using surveys
3. Evaluate good questionnaire design
4. Write survey questions to get the right answers
5. Design an effective survey instrument
6. Discuss issues related to the administration of a questionnaire
7. Describe the simple random sampling technique
8. Discuss alternative sampling techniques
9. Relate levels of measurements to measures of central tendency
10. Given a set of data, calculate the mode, median, and mean
11. Given a set of data, calculate the standard deviation.

**Textbook:**

Rea, L.M. & Parker, R.A. (2014). Designing and conducting survey research (4<sup>rd</sup> ed.). San Francisco: Jossey-Bass Publishers. (ISBN 978-1-118-76703-0)

## **Scope of the Course**

### **Unit I** General Planning Issues

#### **Chapter 1:**

Types of Data Collecting Methods  
Advantages of Using Surveys  
Types of Sample Survey Research  
Stages of Survey Research Process

#### **Chapter 4:**

Utilizing Focus Groups

### **Unit II** Designing Questionnaires/Surveys

#### **Chapter 2 :**

Introducing the Study  
Question Format  
Sequence of Questions  
Questions Length  
Editing the Completed Questionnaire

#### **Chapter 3:**

Principles of Good Design

#### **From unit notes:** Writing Survey Questions

To Collect Factual Information  
To Collect Demographic Information  
To Measure Attitudes  
To Evaluate Products/Services/Programs

### **Unit III** Describing Survey Data

#### **Chapter 5:**

Descriptive Statistics  
Measures of Central Tendency  
Measures of Dispersion

#### **Chapter 6:**

Theoretical Basis of Sampling  
Properties of Normal Distribution

## Unit IV Ensuring Scientific Accuracy

### Chapters 7, 8, & 9:

Sampling Techniques

Sample Size

Sample Selection

Describing Survey Data

Descriptive Statistics

### **Evaluation:**

Grade Scale

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 and below

Units I, II, & III Assignments      40%

Unit IV Survey Project-Part A      30%

Unit IV Survey Project-Part B      30%

### **Assignments**

#### **Unit I**

Discussion board assignment – For this assignment, discuss two advantages and two disadvantages for one of the five major types of surveys (your choice). Respond to one of your classmates by clarifying a point or adding information you found in the text (see due date in the schedule below and on the discussion board).

#### **Unit II**

**Assignment 1:** Find a survey to critique (it can be one at your place of employment or one you find on the internet). Using what you have learned so far about designing surveys, write an evaluation to include the following:

What is the survey's purpose? (One to two sentences.)

What were the survey's strength(s)? (No more than one paragraph.)

How would you improve the survey? (No more than one paragraph.)

**Assignment 2 – This is to be submitted as a rough draft in the appropriate dropbox:**

Using the guidelines in the textbook, design an effective original questionnaire (10-20 questions) to accomplish one of the following: 1) To collect factual information, 2) To measure attitudes, or 3) To evaluate services/programs.

Submit your research question and survey questionnaire to be evaluated in the rough draft dropbox. The purpose of submitting this assignment early is to get approval or revise as needed, since many students choose to use the topic/survey as their final data analysis project.

**Please note:** You must submit your research question and preliminary survey by **the due date listed in the course schedule below for approval/revisions** as needed.

See due dates for these assignments in the course schedule.

### **Unit III**

Answer the questions using the statistical analysis graphic in the unit notes.

See the due date in the course schedule.

### **Unit IV – Part A**

Answer the questions in Part A (see supplemental documentation), **including your approved research question and revised survey (if revision was needed).**

See due date in the course schedule.

### **Unit IV – Part B**

In a 3-5 page narrative, typed & double-spaced, describe in detail each of the following aspects related to the questionnaire/survey administered in Part A of this project.

Please refer to the supplemental document in the unit notes for specifics for the assignment.

Deadlines for submission of assignments are provided in this syllabus. Failure to comply with the established deadlines may result in a grade reduction.

### **Summer Assignment Schedule – Subject to change if needed.**

Unit I assignment	<b>June 6</b>
Unit II assignment	<b>June 13</b>
Draft of research question/survey	<b>June 20</b>
<b><i>Last Day to Withdraw with W – 4 p.m. CST</i></b>	<b><i>July 5</i></b>
Unit III assignment	<b>July 11</b>
Unit IV assignment	<b>July 25</b>

### **Attendance:**

This course is an online course and has no mandatory meeting sessions; however, students should check the announcements feature at least weekly for any updates to content, due dates, etc.

### **Administrative Process:**

Unresolved issues related to this course should be first addressed between the student and the course instructor. If there is no resolution, students must follow this sequence:

Graduate Coordinator– Dr. Lynette Watts (940-397-4833)

Department Chair – Dr. Beth Veale' (940-397-4611)

College Dean – Dr. Jeff Killion (940-397-4594)

Dean of Students – Matthew Park (940-397-7500)

### **Honor System:**

RADS 5013 adheres to the MSU Code of Student Conduct. In particular, academic dishonesty, however small, creates a breach in academic integrity. A student's participation in this course comes with the expectation that his or her work will be completed in full observance of the MSU Code of Student Conduct. A student should consult the MSU Student Handbook for answers to any questions about the code.

Some components of RADS 5013 are designed to be highly interactive with students helping each other learn, however, all written assignments are designed to represent the efforts of each student individually and not to be shared. When students submit their efforts for grading they are attesting that they have abided by this rule.

### **Plagiarism:**

By enrolling in this course, the student expressly grants MSU a "limited right" in all intellectual property created by the student for the purpose of this course. The "limited right" shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality and authenticity, and for educational purposes.

### **Special Needs:**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable adjustments in its policies, practices, services, and facilities to ensure equal opportunity for qualified persons with disabilities to participate in all educational programs and activities.

The Office of Disability Services (ODS) provides information and assistance, arranges accommodations, and serves as a liaison for students, instructors, and staff. The ODS has assistive devices such as books on tape, recorders, and adaptive software which can be loaned to qualified individuals. A student/employee who seeks accommodations on the basis of disability must register with the Office of Disability Services in the

Counseling Center, Clark Student Center Room 108. Documentation of Disability from a competent professional is required.

Individuals with grievances related to discrimination or lack of accommodation on the basis of a disability are encouraged to resolve the problem directly with the area involved. If the matter remains unresolved, the Office of Disability Services will provide advice and/or assistance. The grievance procedure may be found in the Student Handbook and Activities Calendar.

The Director of the Counseling Center serves as the ADA Coordinator and may be contacted at (940) 397-4618, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center Room 108.