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| **Man taking a survey** | Midwestern State University **College of Health Sciences & Human Services**  **Master of Science in Radiologic Sciences** |
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**Course Number:** RADS 6443 – Summer 2019

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

**Faculty:** Dr. Lynette Watts, Associate Professor

The Shimadzu School of Radiologic Sciences

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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 (4rd ed.). San Francisco: Jossey-Bass Publishers. (ISBN 978-1-118-76703-0)

# Scope of the Course

**Unit I** General Planning Issues

Types of Data Collecting Methods **(Chapter 1)**

Advantages of Using Surveys

Types of Sample Survey Research

Stages of Survey Research Process

Utilizing Focus Groups **(Chapter 4)**

**Unit II** Designing Questionnaires/Surveys

Introducing the Study **(Chapter 2)**

Question Format

Sequence of Questions

Questions Length

Editing the Completed Questionnaire

Principles of Good Design **(Chapter 3)**

Writing Survey Questions  **(From unit notes)**

To Collect Factual Information

To Collect Demographic Information

To Measure Attitudes

To Evaluate Products/Services/Programs

**Unit III** Describing Survey Data

Descriptive Statistics **(Chapter 5)**

Measures of Central Tendency

Measures of Dispersion

Theoretical Basis of Sampling **(Chapter 6)**

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%

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

**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:

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

Interim Department Chair – Mrs. Debra Wynne (940-397-4608)

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.

**Summer Assignment Schedule – All due dates fall on Tuesdays**

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| Unit I assignment | **June 18** |
| Unit II assignment | **July 2** |
| Unit III assignment | **July 16** |
| Unit IV assignment | **August 6** |