

Department of Epidemiology and Biostatistics

**Epidemiology 9512Q
Questionnaire Design and Survey Implementation
Fall 2019**

Time: Tuesday 1:30 – 4:30pm

Location: K116

T.A.: TBA

E-mail:

Instructor: Kathy Nixon Speechley, PhD

Office Hours: After class or by appointment

E-mail: Kathy.speechley@lhsc.on.ca

Phone Extension: 52182

Course Description

This course provides an overview of effective questionnaire development and survey implementation techniques emphasizing the development of practical skills to optimize both the quantity and quality of survey data. The course stresses a tailored design strategy to reduce total survey error. Methods covered include: writing effective survey questions, questionnaire design principles, and effective communication with potential participants.

Course Objectives

Upon successful completion of this course Students will be able to:

- Describe principles of survey research methods
- Construct effective survey questionnaires
- Design evidence-based strategies to recruit survey study participants and collect high quality data from them

Course Information

Additional materials may be provided on the course's OWL website.

Primary Texts

Internet, Phone, Mail & Mixed Mode Surveys: The Tailored Design Method, 4th Edition. Dillman DA, Smyth, JD, Christian, LM. New Jersey: John Wiley & Sons, 2014.

Survey Methodology, 2nd Edition. Groves RM, Fowler FJ, Couper MP, Lepkowski JM, Singer E, Tourangeau R. New Jersey: John Wiley & Sons, 2009

Other Recommended Texts

Handbook of Health Survey Methods. Johnson, TP (Ed.) New Jersey: John Wiley & Sons, 2015

Health Measurement Scales. A Practical Guide to their Development and Use. 5th edition. Streiner DL, Norman GR. Oxford University Press, 2015.

<https://books.google.ca/books?id=UbKijeRqndwC&printsec=frontcover#v=onepage&q&f=false>

Aday LA, Cornelius SB. Designing and Conducting Health Surveys. A Comprehensive Guide. 3rd ed. San Francisco: Jossey-Bass, 2006.

McDowell I. Measuring Health. A Guide to Rating Scales and Questionnaires. Third Edition. Oxford University Press, 2006. (pdf available online free)

Methods of Evaluation

- 20% - Participation in class
- 45% - 3 Assignments (15% each; due Weeks 2, 4 & 6)
- 35% - Culminating task (20%) with Presentation in Class (15%) in Week 7

Students are expected to work independently on material submitted for evaluation.

Students should speak to the instructor well in advance of deadlines if there are extenuating circumstances interfering with ability to meet course expectations. If the instructor has not granted a deadline extension in advance, late assignments will be penalized by 10% per day late.

Course Schedule

Week	Date	Topic
1	September 10	Introduction to Course and to Survey Methods
2	September 17	Tailored Design Method Data Collection Strategies
3	September 24	Mail Surveys
4	October 1	Telephone, Internet & Mixed Mode Surveys
5	October 8	In-person Interviews Constructing Survey Questions
6	October 15	Questionnaire Design Pre-tests/Pilot Studies
7	October 22	Student Presentations

Policy on Accommodation for Medical and Non-Medical Absences

All non-medical absences must be approved in advance. In the case of an unexpected absence on compassionate grounds, documentation may be requested. If documentation is required for either

medical or non-medical academic accommodation, then such documentation must be submitted by the student to the instructor.

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Support Services

As part of a successful student experience at Western, we encourage students to make their health and wellness a priority. Western provides several on campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your degree. For example, to support physical activity, all students, as part of their registration, receive membership in Western's Campus Recreation Centre. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page <http://www.music.uwo.ca/>, and our own McIntosh Gallery <http://www.mcintoshgallery.ca/>. Information regarding health- and wellness-related services available to students may be found at <http://www.health.uwo.ca/>

Registrarial Services: <http://www.registrar.uwo.ca>

USC Student Support Services: <http://westernusc.ca/services/>

Student Development Centre: <http://www.sdc.uwo.ca/>

SGPS Life & Community web page: https://grad.uwo.ca/life_community/self/index.html

Students seeking help regarding mental health concerns are advised to speak to someone they feel comfortable confiding in, such as their faculty supervisor, their program director (graduate or undergraduate chair), or other relevant administrators in their unit.

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Student Accessibility Services

Western is committed to achieving barrier-free accessibility for all its members, including graduate students. As part of this commitment, Western provides a variety of services devoted to promoting, advocating, and accommodating persons with disabilities in their respective graduate program.

Graduate students with disabilities (for example, chronic illnesses, mental health conditions, mobility impairments) are encouraged to register with Student Accessibility Services, a confidential

service designed to support graduate and undergraduate students through their academic program. With the appropriate documentation, the student will work with both SAS and their graduate programs (normally their Graduate Chair and/or Course instructor) to ensure that appropriate academic accommodations to program requirements are arranged. These accommodations include individual counselling, alternative formatted literature, accessible campus transportation, learning strategy instruction, writing exams and assistive technology instruction.

Department & Faculty Offices

The Epidemiology & Biostatistics main office is located in K201 in the Kresge Building on Main campus.

Technology Requirements

You are responsible for all required course materials and announcements posted to the course's OWL website. Please ensure after the first class that when you log in you are able to access the course site. A copy of the course outline will be available on both OWL and the departmental website.

Cell Phone and Electronic Device Policy

The Schulich School of Medicine & Dentistry is committed to ensuring that testing and evaluation are undertaken fairly across all our departments and programs. For all tests and exams, it is the policy of the School and the Department of Epidemiology and Biostatistics that any electronic devices, i.e., cell phones, tablets, cameras, or iPod are strictly prohibited. These devices **MUST** be left either at home or with the student's bag/jacket at the front of the room and **MUST NOT** be at the test/exam desk or in the individual's pocket.

Any student found with one of these prohibited devices will receive a grade of zero on the test or exam. Non-programmable calculators are only allowed when indicated by the instructor. The Department of Epidemiology and Biostatistics is not responsible for stolen/lost or broken devices.