

Department of Epidemiology and Biostatistics
Questionnaire Design and Survey Implementation 9512Q

Course outline for Fall 2020



Although this academic year might be different, Western University is committed to a **thriving campus**. We encourage you to check out the [Digital Student Experience](#) website to manage your academics and well-being. Additionally, the following link provides available resources to support students on and off campus: <https://www.uwo.ca/health/>.

1. Technical Requirements:



Stable internet connection



Laptop or computer



Working microphone



Working webcam suggested

2. Course Overview and Important Dates:



Delivery Mode	Dates	Time
Online	Wednesday	10:30-12:00

*Details about design and delivery of the course are listed below in Section 4

Classes Start	Classes End
September 16	October 21

* September 18, 2020: Last day to drop a quarter course without appearing on transcript

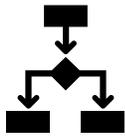
3. Contact Information



Instructor	Contact Information
Dr. Kathy Nixon Speechley	kathy.speechley@lhsc.on.ca

4. Course Description and Design

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.



Mode	Dates	Time	Frequency
Virtual synchronous	Wednesday	10:30-12:00	weekly
Virtual asynchronous	N/A	4-5 hours	weekly

- Asynchronous pre-work must be completed prior to synchronous sessions
- Attendance at synchronous sessions is required

All course material will be posted to OWL: <http://owl.uwo.ca>. Any changes will be indicated on the OWL site and discussed with the class.

If students need assistance, they can seek support on the [OWL Help page](#). Alternatively, they can contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

[Google Chrome](#) or [Mozilla Firefox](#) are the preferred browsers to optimally use OWL. Students interested in evaluating their internet speed, please click [here](#).

5. Learning Outcomes

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



6. Course Content and Schedule



Week	Dates	Topic
1	Sept 16	Introduction to Course and Foundations for Survey Methods
2	Sept 23	Tailored Design Method Choosing Data Collection Strategies
3	Sept 30	Implementing Mail Surveys
4	Oct 7	Survey Data Collection via Telephone, Internet, In-person Interviews and Mixed-mode
5	Oct 14	Constructing Survey Questions Questionnaire Design Pre-tests, Pilot Studies
6	Oct 21	Student Presentations

7. Online Participation and Engagement



- Students are expected to participate and engage with content as much as possible
- Students can also participate by interacting in the forums with their peers and instructor

8. Evaluation

Below is the evaluation breakdown for the course. Any deviations will be communicated.

Assessment	Format	Weighting	Due Date
Verbal participation in discussions and peer assessments	In synchronous sessions	25%	Throughout course
2 Assignments	Written submissions to OWL	20% each for total of 40%	Week 2 Week 4
Culminating Task	a) Written submission to OWL	20%	4 days after Wk 6 class
	b) Verbal Presentation in synchronous session	15%	In Week 6

Evaluation Policies:

- All assignments are due at 11:55 pm EST unless otherwise specified
- Written assignments will be submitted to Turnitin (statement in policies below)
- Students will have unlimited] submissions to Turnitin
- Rubrics will be used to evaluate assessments and will be posted with the instructions
- After an assessment is returned, students should wait 24 hours to digest feedback before contacting instructor; to ensure a timely response, reach out within 7 days

Information about late or missed evaluations:

- Late assessments without self-reported absences will be subject to a late penalty 10 %/day
- Late assessments with self-reported absences should be submitted within 24 hours of the end of the 48-hour period.

9. Communication:



- Students should check the OWL site every 24 – 48 hours
- Students should email instructor using OWL “messages”
- Emails will be monitored daily; students will receive a response in 24 – 48 hours
- This course will use the OWL forum for discussions
- Students should post all course-related content on the discussion forum so that everyone can access answers to questions
- The discussion forums will be monitored daily by instructor

10. Office Hours:



- Students should request an appointment via Zoom or telephone using OWL “messages”

11. Resources



- All resources will be posted in OWL
- Required textbook

12. Professionalism & Privacy:



Western students are expected to follow the [Student Code of Conduct](#). Additionally, the following expectations and professional conduct apply to this course:

- Students are expected to follow online etiquette expectations provided on OWL
- All course materials created by the instructor(s) are copyrighted and cannot be sold/shared
- Recordings are not permitted (audio or video) without explicit permission
- Permitted recordings are not to be distributed

13. How to Be Successful in this Class:

Students enrolled in this class should understand the level of autonomy and self-discipline required to be successful.



1. Make it a daily habit to log onto OWL to ensure you have seen everything posted to help you succeed in this class.
2. Take notes as you go through the lesson material. Treat this course as you would a face-to-face course. Keeping handwritten notes or even notes on a regular Word document will help you learn more effectively than just reading or watching the videos.
3. Connect with others in the course
4. Do not be afraid to ask questions. If you are struggling with a topic, check the online discussion boards or contact your instructor.
5. Reward yourself for successes. It seems easier to motivate ourselves knowing that there is something waiting for us at the end of the task.

14. Western Academic Policies and Statements

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.

Statement on Copyright and Audio/Video Recording

All of the remote learning sessions for this course will be recorded. The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals participating in the course for their private or group study purposes. Please contact the instructor if you have any concerns related to session recordings.

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

You must always ask permission to record another individual and you should never share or distribute recordings.

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws.

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.