

Assignment 1

Due Monday March 31st at class time

Note:

- You need to submit your trial survey with comments.
- You may answer in proper Arabic or English but make sure to use appropriate English terms.

Question set I:

Write one example (in Arabic) for each of the following:

Loaded or manipulative question, memory overload question, double-barreled question, non specific question, non-exhaustive response, unbalanced scale.

Note: One example of each means a full question (item) which includes: the stem, the options and the instruction.

Question set II:

From the text book "Designing and Conducting Survey Research"-3rd Edition

Chapter 2: Designing Effective Questionnaires

Exercises 1*,2,4,6,7 Page 49

Chapter 3: Developing Survey Questions

Exercises 1,3,4* Page 70

*** related to your term project topic.**

Good Luck.

Assignment 2

Due Monday April 7th, at class time

Think about the survey study project you are planning to develop for this course.

1. Develop the project plan. Write a sketch of the stages you're planning to follow in your survey project with brief description of each emphasizing the study objectives, information base, and your target audience.
2. Write a first draft of your questionnaire.
3. Highlight the relation between each stated objective and question(s).

Grading Rubric;

What is due?	Item	Marks
First question Plan	A sketch of Project Plan including Objectives-Information base-Audience	4
Second question	Questionnaire Draft	4
Third question	A matrix showing relationship between questions and objectives and information base.	2

Project I

Presentations start Monday April 14th, 2014, class time

Objectives of Project 1

The student will be able to:

- 1- Read a survey statistical report, read graphs critically
- 2- Summarize important findings, and
- 3- Identify essential factors for survey credibility.

Each student will be assigned a specific article. The assigned article will be presented to your classmates and it will be the basis for class discussion. Article assigned to you is part of the course material and may be assessed in the exams. This project is worth 10% of your final grade.

Instructions

- 1- Read the assigned article.
- 2- Summarize major findings using same charts and tables from the article.
- 3- Assemble the questionnaire in Arabic.
- 4- Comment on survey methodology, analysis and results. You may suggest a better way to present results.

You will be graded based on the following:

- Presentation contents
- Communication with audience/initiating and engaging in discussions
- Mastery of content/ translation
- Presenter's appearance
- Following instructions
- The assembled questionnaire

Make sure you include **the source(s)** of the information you are discussing.

Comment on survey questions, analysis, method or results.

You will be graded based on the following:**Points**

- | | |
|-----------------------------------|---|
| • Presentation contents | 3 |
| • Communication with audience | 1 |
| • Mastery of content/ translation | 2 |
| • Presenter's appearance | 1 |
| • Following instructions | 1 |
| • The assembled questions | 2 |

Source of the articles:

The very popular site for polls “Gallup Institute”: <http://www.gallup.com>

Project II

Due Wednesday May 7th ,2014 12:00 noon

You have the choice to work on any topic you prefer after having the agreement on your project from your instructor. Each student will pilot at least 20 surveys for a total of 200 surveys/topic using face to face and telephone interviews in addition to electronic collection on the same target population.

Think about the survey study project you chose for this course and partially developed in assignment 2, where you designed your own survey carrying out the research steps discussed in class, and explained the study design including objectives, information base, data collection method, and sampling scheme.

The deliverable for project 2 is a final report of your survey research project containing the following:

- A refined project plan with implementation stages
- A fully developed questionnaire for your study (paper)
- A complete analysis of your gathered data with interpretation relevant to the study objectives.
- Code book

Your final report/group should not exceed 10 pages. Any highly relevant material could be attached in the appendix. Please use plain white paper and black or blue ink.

You also need to submit the paper questionnaires from your face to face and phone interviews along with your report.

Criteria for evaluation / weights

Survey Plan: 2 points
refined project plan (from assignment 2)

Report Structure: 2 points
Introduction and goals
Methodology
Analysis including sample characteristics
Conclusion and recommendation
appendix

Data analysis and interpretation 5 points

Questionnaire contents: 2 points
relevant valid questions-language

Questionnaire structure: 2 points
layout-introduction-question groups-
instruction, questions, answer options,

Codebook 1 point

Following instructions: 1 point

Submission deadline

Copies of distributed questionnaire, report size and paper used.