

PSYC 5416W: ADVANCED SURVEY METHODS

Instructor	Chris Davis
Term	Winter 2024
Course Delivery	in-person
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Office Hours	Wed 11:35-12:25

COURSE DESCRIPTION/INSTRUCTOR'S STATEMENT

Surveys are used often in psychology, sociology, marketing, epidemiology, political science and several other disciplines to describe and explain people's attitudes, opinions, values, perspectives, personality, behaviour, and emotions. This course is designed to help students understand the nuance that goes into assessing these constructs in ways that are valid and reliable. Reading and discussing classic and contemporary perspectives on such topics as scale development, test theory, cognitive aspects of survey methods, and sampling designs for estimating population parameters, students will develop skills and expertise required to develop their own valid and reliable survey instruments. The course strives to balance theory, research, and application.

EVALUATION (SUBJECT TO CHANGE)

Two assignments, a take-home exam, and class participation

TEXT

None. Course readings will be available through Brightspace or the CU Library