

PSYC 5416 F – ADVANCED SURVEY METHODS

Course	PSYC 5416 F: Advanced Survey Methods
Instructor	Chris Davis, Ph.D.
Term	Fall 2021
Course Delivery	In Person
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Office Location	SSRB 314C
Office Hours	TBD

COURSE DESCRIPTION/INSTRUCTOR'S STATEMENT

Surveys commonly are used 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. Topics include scale development, test theory, generalizability theory, cognitive aspects or survey methods, and sampling designs for estimating population parameters. The course strives to balance theory, research, and application.

EVALUATION

A considerable proportion of one's grade in this course is tied to participation in seminar discussions. Students will also be graded on a series of assignments, and an end of term take-home exam.

TEXT

No textbook; All readings are available through MacOdrum Library or the course webpage