



Jordan University of Science and Technology
Faculty of Pharmacy
Pharmacy Department

PHAR742 Theoretical Development Of Survey Measures

Second Semester 2023-2024

Course Catalog

2 Credit Hours. This course introduces methods of research that help students to obtain knowledge that links between theory and practice in research. This course can assist students to understand survey research terminology, identify the structure of theoretical frameworks, analyze published survey measures, and select the appropriate match between theories and survey measures. This course equips students with necessary skills to design formats and questions to collect data about variables of interest. In addition, it will prepare students to evaluate psychometric properties of survey measures

Teaching Method: On Campus

Text Book

Title	Handbook of Survey Methodology for the Social Sciences
Author(s)	Lior Gideon
Edition	1st Edition
Short Name	Ref #1
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
Ref #2	International Handbook of Survey Methodology	Edith D. de Leeuw Joop J. Hox Don A. Dillman	1st Edition	
Ref #3	The Oxford Handbook of Quantitative Methods in Psychology	Todd D. Little	1st Edition	

Instructor

Name	Dr. Samah Al-Shatnawi
Office Location	M5 L-4
Office Hours	Sun : 09:00 - 11:00 Mon : 10:30 - 12:30 Wed : 08:30 - 09:30 Thu : 14:00 - 15:00
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Class Schedule & Room

Section 1:
 Lecture Time: Tue, Thu : 11:30 - 12:30
 Room: U

Tentative List of Topics Covered

Weeks	Topic	References
Week 1	Overview : The cornerstones of survey research Comparative survey research: goal and challenges Ethical issues in surveys	From Ref #1, From Ref #2

Week 2	Foundations: The psychology of asking questions Survey Research Ethics Theories in Survey Research The Problem of Nonresponse	From Ref #1, From Ref #2, From Ref #3
Weeks 3, 4, 5	Survey design : Coverage and sampling Choosing methods of data collection Writing effective questions The logic and psychology of constructing questionnaires Testing survey questions Total Survey Error Response and Non-response Errors Increasing Response Rate in Web-Based/Internet Effects of Incentives in Surveys	From Ref #1, From Ref #2, From Ref #3
Weeks 6, 7	Survey Implementation: Face-to-face interviews Telephone surveys Self-administered questionnaires: mail surveys and other applications Internet surveys Mixed mode surveys: When and why	From Ref #1, From Ref #2
Weeks 8, 9	Data Analysis in Survey Research: Weighting survey data Analysis of data from complex surveys Incomplete data: Diagnosis, imputation, and estimation Accommodating measurement errors	From Ref #1, From Ref #2
Weeks 10, 11	Sensitive and Difficult Survey Topics: Researching Difficult Populations: Sensitive Issues in Surveys: Reducing Refusals While Increasing Reliability and Quality of Responses Researching Difficult Populations	From Ref #1, From Ref #2, From Ref #3
Week 12	Special Issues in Survey Methodology: Comparability of Survey Measurements	From Ref #1, From Ref #2
Weeks 13, 14, 15	Project Presentations	

Mapping of Course Outcomes to Program Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Describe the concepts of survey measurements	20%	
Apply survey concepts in data collection, organization, and analysis within a survey research hypothesis	30%	
Interpret theories as utilized within survey based studies.	10%	
Evaluate different psychometric properties of survey measurements.	20%	
Criticize proposals utilizing survey measurements.	20%	

Relationship to Program Student Outcomes (Out of 100%)															
PLO1.1	PLO2.1	PLO3.2	PLO3.3	PLO2.2	PLO2.3	PLO2.4	PLO3.1	PLO3.4	PLO3.5	PLO3.6	PLO4.1	PLO4.2	PLO4.3	PLO4.4	PLO5.1

Evaluation	
Assessment Tool	Weight
Midterm exam	30%
Class project	20%
Final exam	50%