

Flipped IN-CLASS Lesson Plan

Topic or concept:

Survey research design & measurement scales

Basic objectives for preparatory work:

- Define different types of survey questions;
- Recall different types of survey design;
- Describe advantages and disadvantages of survey method;
- Identify the Likert type and semantic differential scales;
- Explain the procedure of conducting survey research.

Advanced objectives for classwork & after class work:

- Design a draft questionnaire for a topic of your choice;
- Critique an example questionnaire and suggest revisions;
- Summarize the dos and don'ts of questionnaire design.

	Time planned	Activity and rationale	Resources needed
Beginning of class period	10 mins	Quiz on Kahoot! based on readings To activate knowledge from preparatory activities and provide accountability.	Computers or smart phones
Middle of period	15 mins	Review Quiz and key concepts from readings; Answer questions from class. Clarify misconceptions and offer further explanations of complex concepts.	PPT slides

	Time planned	Activity and rationale	Resources needed
Middle of period (use if needed)	30 mins	<p>Work in teams, pick a research topic of your choice, form your research questions, and design a survey questionnaire to address that topic.</p> <p>Apply design principles to an actual project idea.</p>	Computers, example questionnaire design
End of period	20 mins	<p>Exchange your topic and questionnaire design with another team, and offer critique and suggestions to each other.</p> <p>Receive feedback and reflect on the practice.</p>	Computers, example questionnaire design

Flipped AFTER CLASS Work Plan

Advanced learning objective	Activity and rationale	Instructions to students
<p>Design a draft questionnaire for a topic of your choice;</p> <p>Critique an example questionnaire and suggest revisions;</p> <p>Summarize the dos and don'ts of questionnaire design.</p>	<p>Revise your team's questionnaire based the feedback you received in class. Summarize the dos and don'ts of questionnaire design.</p> <p>This will help you reflect on mistakes you made on the first draft, and learn from the user perspectives.</p>	<p>Revise your team's questionnaire based the feedback you received from the other team in class. Post the revised questionnaire along with your topic description to Canvas. Also submit a summary of the dos and don'ts of questionnaire design, and what you learned from this practice. One summary per team is okay.</p>

GUIDED PRACTICE

Class: MCOM104 Introductions to Mass Communications Research

Date assigned: -

Date due: -

Time estimate to complete this assignment: 1 hour

Overview/Introduction

Students will be introduced the basic and advanced features of the Qualtrics platform. Qualtrics is a program for creating and managing online surveys. It is commonly used by marketing and communication professionals. In this guided practice, we will together create an online experiment survey by using an example questionnaire in the appendix.

Learning Objectives

Basic objectives

- Recall different types of survey design;
- Describe advantages and disadvantages of online survey;
- Identify the Likert type and semantic differential scales;

Advanced objectives

- Develop an online experiment survey using Qualtrics;
- Choose the correct question types in Qualtrics;
- Set up a new survey project, launch it, generate the anonymous link, and view the results.

Preparatory Activities and Resources:

1. Attached (Appendix A) is an already created survey questionnaire. The purpose of the survey is to collect user opinions on two sneaker designs. The survey includes three parts: the pre-questionnaire, the experiment condition (two sneaker pictures), and the post-questionnaire. Please work on the following:

- create a new survey project through Qualtrics;
- create a first questionnaire block for the pre-questionnaire;
- transpose the questions into the digital format;
- create an experiment block and randomly present one of the two images to the participants;
- create a post-questionnaire block and transpose the questions into the digital format;
- preview your survey design;
- activate the survey and request a survey link;
- know where to view results and download survey data.

2. You may find the following resources helpful

- Qualtrics survey guide.pdf from Canvas course readings
- Qualtrics quick guide for instructors.pdf from Canvas course readings

Exercises: Please complete by the beginning of next class.

You should submit the survey link via Canvas.

Questions?

You may contact me via email at Zongchao.li@sjsu.edu or visit me during my office hours (time) at DBH 204.

ADVANCED PRACTICE

This is given for students to complete after the class meeting in which they work together.

Class: MCOM104 Introductions to Mass Communications Research

Date assigned:

Date due:

Time estimate to complete this assignment: 2- 2.5 hours per team.

Learning Objectives

Advanced objectives

- Pick a research topic of your choice and articulate your research goals;
- Work in teams to design a questionnaire to address that topic;
- Transform your questionnaire to an online survey using Qualtrics;
- Collect survey data through convenience sample.

Activities & deliverables

1. Work in teams, pick a research topic of your choice, explain the problem to be addressed, and summarize your research goal(s) in no less than 150 words. This topic should be different from the one you worked on in class.
2. Design a survey questionnaire to address that topic. Pay special attention to the question types (considering measurement issues) and response categories. Remember the questions you ask need to be relevant to your research goal!
3. Set up your questionnaire on Qualtrics.
4. Launch your study and share the survey link with at least 30 participants.
5. View the results and summarize it in a short report with no less than 200 words.

To turn in the assignment, please submit a short report containing item 1 and 5 (350 words minimum), as well as your Qualtrics survey link to Canvas by the due date.

Resources:

3. You may find the following resources helpful
 - PPT slides
 - Course readings
 - Example questionnaire design
 - Qualtrics survey guide.pdf from Canvas course readings
 - Qualtrics quick guide for instructors.pdf from Canvas course readings

Questions?

You may contact me via email at Zongchao.li@sjsu.edu or visit me during my office hours (time) at DBH 204.

Appendix A. Guided Practice Materials

Pre Questionnaire

Thank you for participating in this study. Please answer the following questions.

1. Do you currently have a Twitter account? Yes No

- If “Yes”, please continue to Question 2.
- If “No”, please go to Question 6 and continue.

2. The following questions are about your Twitter usage. Please select the response that best represents the extent to which you disagree or agree with the following statements.

	Strongly Disagree							Strongly Agree
Twitter is part of my everyday activity.	1	2	3	4	5	6	7	
I am proud to tell people I am on Twitter.	1	2	3	4	5	6	7	
Twitter has become part of my daily routine.	1	2	3	4	5	6	7	
I feel out of touch when I haven't logged onto Twitter for a while.	1	2	3	4	5	6	7	
I feel I am part of the Twitter community.	1	2	3	4	5	6	7	

3. Approximately how many followers do you have on Twitter? _____

4. How long have you been using Twitter?

- 1) Less than one year
- 2) 1-2 years
- 3) 3-4 years
- 4) 5 or more years

5. Have you ever visited or followed any company's Twitter account? Yes No

6. What is your age? _____

7. What is your gender? Female Male

8. What is your ethnicity?

- 1) African American
- 2) Asian/Asian American
- 3) Hispanic/Latino
- 4) Non-Hispanic Caucasian
- 5) Other: _____
- 6)

Thank you for answering the questions. Please read the following paragraphs and proceed to the next step of the study.

Seven Zig is an online shoe retailer currently based in Greenfield, IL. Besides carrying a wide variety of shoe brands and styles, *Seven Zig* is also known for its user-friendly shopping experience. You will be asked to view an image of a shoe product carried by *Seven Zig*. Afterwards, we will ask you for some feedback. Thank you.

****Starting from a new question block, upload images C1 and C2. Each participant should view only one image on a random basis.***



C1



C2

****Start a new question block****

Post-Questionnaire

In the next section, you will find several scales and statements about your attitude towards the company *Seven Zip*. Please respond to each scale by mark somewhere between the two items. The closer your mark is to one of the two items, the more that item applies to your feelings. A mark in the middle indicates that you have no opinion about the statement.

Generally, what is your attitude towards the company *Seven Zig*?

Dislike _____:_____:_____:_____:_____:_____:_____ Like

Negative _____ : _____ : _____ : _____ : _____ : _____

Positive

Generally, how do you think of the company *Seven Zig* as described by the following adjectives?

Reputable _____ : _____ : _____ : _____ : _____ : _____

Unreputable

Responsible _____ : _____ : _____ : _____ : _____ : _____

Irresponsible

Financially unstable _____ : _____ : _____ : _____ : _____ : _____

Financially stable

Fly-by-night _____ : _____ : _____ : _____ : _____ : _____

Established

Long-run oriented _____ : _____ : _____ : _____ : _____ : _____

Short-run oriented

Finally, please choose the response that best reflects your opinion for each statement.

	Very Unlikely						Very Likely
How likely would you be to buy shoes from <i>Seven Zig</i> in the future?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I would say positive things about <i>Seven Zig</i> to other people.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I would recommend <i>Seven Zig</i> to someone who asked my advice.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>