PADM 595
Research Methods I: Data Collection
3 Credit Hours
Fall Semester, 2019
Tuesday 4:00 – 6:30
Dane Smith Hall Room 134

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Office Hours: Wednesday: 1:30-3:30 pm or by appointment.
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Course Description
This course presents basic concepts and methods in public administration research. It surveys data collection and analysis techniques in qualitative, quantitative, and mixed methods research traditions.

The course is focused on the early stages of the applied research process as well as how public administrators apply research in their everyday work. We will discuss implications of methods for systemic research in organizational development, program evaluation, needs assessment, public awareness campaigns, and policy development. Students should come to class prepared to apply the concepts they have read at home to classroom discussions, labs, and homework. This is an applied research methods class. Students are expected to be active participants in the learning process.

Course Objectives
This course is designed to develop the abilities of students to:
- Propose appropriate public administration and policy research questions
- Design qualitative and quantitative interviews and surveys
- Design and present secondary data visuals
- Evaluate research design quality
- Design ethical research to meet practical objectives

MPA Student Learning Objectives
At the conclusion of this course, students will be able to:
- Evaluate and locate existing public administration research
- Apply appropriate methodological data collection standards to research
- Demonstrate knowledge of the strengths and limitations of different research methods
- Demonstrate excellent written and verbal communication ability

Textbooks/Supplies/Materials/Equipment/Technology or Technical Requirements

Remler, Dahlia K., and Van Ryzin, Gregg G. 2015. *Research Methods in Practice: Strategies for Description and Causation*. Second Edition. Los Angeles: SAGE.
- Obtain from the UNM Bookstore or an online retailer.

Dillman, Smyth and Christian. 2014. *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method, 4th Edition*.
- See UNM Libraries for the e-book (free access for students). Hard copies are Available from online retailers to suit individual preferences.

Other supporting course materials, including readings and handouts, will be posted on the UNM Learn site for the course or accessible through UNM Libraries.

Grading

Category	Percent
Homework	10
Labs and Attendance	10
Research Design	10
Qualitative Data Collection	20
Quantitative Survey Data Collection and Evaluation	20
Final Synthesis and Analysis	30
Total	**100**

Assignments will be penalized a third of a grade for each day they are late. For example, one day late reduces from A to A-; two days late from A to B+; and so on. Penalties will not be applied in cases of medical and family emergencies, but cases of poor planning will not be excused.

A   93-100%
A-   90-92%
B+   87-89%
B   83-86%
B-   80-82%
C+   77-79%
C   73-76%
C-   70-72%
D   60-69%
F   Below 60%

Accommodation Statement
If you need an accommodation based on how course requirement interact with the impact of a disability, you should contact me to arrange an appointment as soon as possible. At the appointment, we can discuss the course format and requirements, anticipate the need for adjustments and explore potential accommodations. I rely on the Disability Services Office for

assistance in developing strategies and verifying accommodation needs. If you have not previously contacted them, I encourage you to do so.

Title IX Statement (Required Language)
A Note about Sexual Violence and Sexual Misconduct: As a UNM faculty member, I am required to inform the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu) of any report I receive of gender discrimination which includes sexual harassment, sexual misconduct, and/or sexual violence. You can read the full campus policy regarding sexual misconduct at https://policy.unm.edu/universitypolicies/2000/2740.html. If you have experienced sexual violence or sexual misconduct, please ask a faculty or staff member for help or contact the LoboRESPECT Advocacy Center.

Academic Integrity
Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in course work may receive a reduced or failing grade for the work in question and/or for the course. The University's full statement on academic honesty and the consequences for failure to comply is available in the college catalog and in Pathfinder.

ASSIGNMENTS

This section offers of brief overview of your core assignments. Details of each assignment will be posted in UNM E-learn under "Assignments."

PARTICIPATION IN CLASSROOM LABS
Regular class participation and attendance is a minimal expectation for a graduate seminar. Participation requires reading the material before class and being on time. If unexpected circumstances prevent you from attending on a given day, let me know ahead of time. This class is interactive, which means that student engagement is vital to create an optimal learning environment for all of us.

Since this is a methods course, you will complete in-class lab assignments in small groups. The purpose of the labs is to gain hands on experience in data collection. Completion of labs is how I document meaningful class participation. Small groups will post their completed labs to UNM Learn Assignments. Labs cannot be made up and are due at the end of the class period. No exceptions.

HOMEWORK
Students will complete individual homework assignments as specified in the course calendar. Homework assignments are due before the start of each Tuesday class and should be posted to UNM Learn Assignments. Homework assignments are composed of the steps necessary to complete the core course assignments, which include a qualitative interview and evaluation, an infographic, and a survey. These homework assignments are intended to assist your work and offer feedback throughout your preparation of the final product. Homework assignments should

always be posted in UNM E-learn no later than 3:00 pm MST (unless otherwise specified) the day they are due. Always include your full name, the homework number and the date. Please use page numbers always and 12-point font. It is critical to complete your homework assignments on time as they progress quickly.

QUALITATIVE INTERVIEW GUIDE AND EVALUATION

Students will design, conduct and evaluate an interview based on a case study posted to UNM E-learn. The process will take place over several stages. Steps 1-3 will be counted as homework.

- **The final product is due September 24, 2019 at 3:00 pm MST.** Please post your assignment to UNM Learn Assignments. Please use page numbers always and 12-point font.

Step 1: Based on the opioid crisis case study, select a stakeholder to conduct a needs assessment interview. Justify your selection in 2-3 sentences and compose a research question for the study. In three paragraphs, describe the nature and purpose of the study, how the results will be used, and the risks and benefits of the interview. **Step 2: Compose a "Draft Interview Guide" with open-ended questions as well as probes.** The Guide should include five thematic questions (and subsequent probes) and should take approximately 30 minutes to administer. **Due 9/10/19 posted to UNM E-Learn by 3:00 pm MST.** See sample interview guides for suggestions.

Step 3: Schedule a Zoom test interview with one classmate. In pairs, pilot your interview with one another. Each interview should take no more than 30 minutes and should be recorded via zoom. After the interview is complete, evaluate your classmate's interview style and questions on the "Interview Evaluation Sheet" provided in e-learn. **Post your evaluation and recorded interview to UNM-Learn by 9/17/19 by 3:00 pm MST.**

Step 4: Final Product

Write an Interview Consent form based on feedback from step 1. Consent forms should include the title and PI of the study, the purpose of the research, the risks and benefits of the research, how the research will be stored confidentially, and whether there are incentives for interview respondents. Finalize your interview guide and describe the modifications you made based on your peer feedback. The final product is due **9/24/19 at 3:00 pm MST**. Please post your assignment to UNM Learn Assignments.

INFOGRAPHIC

Many administrators use infographics to raise awareness, to communicate complex data visually, and to engage the public and policymakers in promoting or implementing policy issues. Data presented visually is often easier to understand than text-heavy articles and case studies. Infographics tell stories at a glance and are easy to understand.

- **Final Product Due 10/15/19 with evaluation at 7:00 pm MST at 7:00 pm.** Please post your assignment to UNM Learn Assignments.

Step 1: Students will select an issue of their choice and gather secondary data to complete an infographic. Infographic topic and statistics due **10/8/19 at 3:00 pm MST.** Please post your assignment to UNM Learn Assignments.

Step 2: Design the Infographic using free software such as Canva.
Tips:
- Make sure the infographic is focused on one big idea, or perhaps a powerful or interesting statement.
- Do not just share statistics because you have them. Make sure they support the main topic.
- Reading an infographic should not be a challenge. It should be effortless and easy to grasp at a glance.
- Stick to a harmonious color palette and a similar style in all your graphs.
- Check facts and make sure to cite sources to increase credibility.

Step 3: Present the Infographic in class for feedback on 10/15/19. **Submit your infographic and evaluations to UNM-Learn by 7:00 pm MST on 10/15/19.**

QUANTITATIVE SURVEY

Surveys are often used to provide insights to core public and nonprofit administration issues. In this exercise, you will **administer five surveys** to classmates, friends or family members, gain feedback, and reflect on your survey's design. This assignment is divided into three parts, all of which are due on different dates (see below) and each of which should be clearly labeled in your submissions.[1]

- **The final product is due November 26, 2019. Please post your assignment to UNM Learn Assignments. Please use page numbers always and 12-point font.**

Step 1: Draft an introduction and survey.
1. Use a topic of your choice develop a clear objective for your survey (e.g. to learn how public service motivation is related to employment sector). Use this to write a brief introduction to your survey, including statements about the purpose of the survey and confidentiality.
2. Design a brief 15-item survey that speaks to your research purpose and respects the rights of research participants. Surveys should take a respondent no more than 15 minutes to complete. Follow guidance from the main required textbook on "Crafting a Questionnaire" (pp. 224-232) and from Dillman, Smyth & Christian, pp. 109-113, in drafting and refining your questions.
   a. Include at least three different forms of closed-ended questions.
   b. Include one open-ended question.
3. Each survey should include two additional items for feedback at the end:

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[1] This exercise is adapted from Stephanie Smith's 2018 syllabus.

a. One closed-ended question on survey experience (e.g. Please rate your survey experience on a scale of 1-5 with five being most and one being least pleasant). You are not limited to the example provided.
b. One open-ended question on survey format or content, especially suggestions on how to improve the survey.

4. Copy/paste your introduction and survey into the "Survey Assignment Step 1" Due on **11/05/19 by 9:00 am.** Bring a copy to class with you for discussion.

5. Read and offer constructive feedback, such as suggesting a different format for or rewording questions, on at least two classmates' **draft surveys prior to the class meeting on 11/05/19. Use the discussion board to post your comments.**

Step 2. Administer the survey & acquire feedback. Revise your draft survey after the class meeting on 11/05/19 and submit the survey you want to administer to UNM Learn Assignments by **noon on 11/12/19.** All surveys will be posted in the Home section of UNM Learn before the class meeting on 11/12/19 so that distance students can access them. Main campus students should bring five copies of their survey to class on 11/12/19. Be prepared to distribute your survey, fill out, and offer feedback on your classmates' surveys during the class meeting on 11/12/19. Distance and main campus students who are filling out each other's surveys will need to submit completed surveys electronically. Please use Messages in UNM Learn to do so.

Step 3. Address steps in the survey research process, reflect and revise.
- **Final Survey Assignment due November 26, 2019.** Please post your assignment to UNM Learn Assignments. Please use page numbers always and 12-point font. The final product has three components: steps in the research process, reflections and revisions.

Steps in the survey research process. Respond to the following questions as if you planned to administer this survey for formal research purposes (as opposed to a class exercise):

1. Should you administer a survey? List and respond to each question below in a few sentences. See the main required textbook, pages 211-213.
   i. Do you know enough about the topic? Reflect briefly on your yes/no response.
   ii. Does the information exist already in another source? Where does it exist?
   iii. Can people tell you what you want to know? Which people?
   iv. Will people provide truthful answers? Explain your answer.
   v. Should you do a survey? Summarize your answer.

2. Who would comprise your target population if you were to administer this survey? Define the population and explain why you are selecting this particular population (one paragraph response, see required textbook, p. 213).

3. What is the ideal mode of data collection for this survey? Explain your answer (one paragraph). See the required textbook, pages 215-223 and Dillman et al., Ch. 4, pp. 98-106.

Reflect. Write two to three fully developed paragraphs reflecting on your survey design and administration experience.

1. Did you obtain useful data? What would you do differently if you were to pursue this exercise for real-life formal research purposes?
2. Other things to consider: background research, ethics, question design, feedback from survey participants and other practical matters.

Revise. Revise at least two of your original survey questions as if you were planning to administer this survey for formal research purposes. Include the original text and revisions.

1. Explain the reasoning behind your revisions to each question (about one paragraph on each question revised).

Submit the items from Part 3 in a double-spaced Word document. Clearly label each section and sub-section of the assignment.

FINAL EXAM

- **The final exam is due December 14, 2019 at 5:00 pm MST.**

Students will complete a take home final exam. The final exam will cover the core topics of the course with a special emphasis on the last three sessions of the course: description and causation, observational studies and controls, and experiments. The exam is open note and open textbook. Students are prohibited from working in groups. The instructor will provide a study guide as the semester ends.

COURSE SCHEDULE

Date	Topic	Reading	Lab	Assignment Due
1/29/20	Research Methods in Public Administration and Non Profit Management	*Research Methods in Practice,* (required textbook) Chapter 1.	None	None
2/5/20	Developing a Research Topic	*Research Methods in Practice,* Finish Chapter 1 and read Chapter 2. Bhattacherjee (2012) *Social Science Research*, Chapters 2-4.	Lab 1: Research Questions and Models	None
2/12/20	Developing a Research Design	*TBD*		Homework 1: Research topic due
2/19/20	Sampling and Measurement	*Research Methods in Practice*, Chapters 4 and 5.	Lab2:Operationalizing Constructs	None

Date	Topic	Reading	Lab	Assignment Due
2/26/20	Introduction to Qualitative Research	*Research Methods in Practice,* Chapter 3. Smith, S. L., & Grove, C. J. (2017). Bittersweet and paradoxical: Disaster response volunteering with the American Red Cross. *Nonprofit Management and Leadership,* 27(3), 353-369.	Lab 3: Qualitative Models and Mixed Methods Data Collection	
3/4/2010	Developing Interview Questions	FHI (2005) *Qualitative Research Methods: A Data Collectors Field Guide,* pp. 29-50. Review Sample Interview Guides	Lab 4: Writing Effective Interview Questions	Draft Research Design Due
Date	**Topic**	**Reading**	**Lab**	**Assignment Due**
03/11/20	Administering and Analyzing Interviews	Creswell, *Qualitative Inquiry and Research Design*, Chapter 8, pp.179-212. Smith, S. L., & Grove, C. J. (2017). Bittersweet and paradoxical: Disaster response volunteering with the American red Cross. *Nonprofit Management and Leadership*, 27(3), 353-369.	Lab 5: Developing a Qualitative Coding Scheme	Homework 3: Conduct Pilot Interview and Evaluation Due
03/18/20	Spring Break No Class			

Date	Topic	Reading	Lab	Assignment Due
03/25/20	Methods in Practice: Testimonials and Digital Stories	Gubrium, A. (2009). Digital storytelling: An emergent method for health promotion research and practice. *Health promotion practice*, *10*(2), 186-191.	Lab 6: Identifying the Core Message of Digital Stories and DS as Advocacy Tools	**Final Qualitative Consent and Interview Guide Due**
04/01/20	Collecting Secondary Data	*Research Methods in Practice*, Chapter 6.	Lab 7: Verifying Secondary Data	None
04/08/20	Methods in Practice: Leveraging Secondary Data to Produce Infographics	Review Infographic Packet	Lab 8: Evaluating Infographics	Homework 4: Infographic Topic and Secondary Statistics Due
04/15/20	Sampling and Measurement	*Research Methods in Practice*, Chapters 4 and 5.	Lab 9: Operationalizing Constructs	None
Date	**Topic**	**Reading**	**Lab**	**Assignment Due**
04/22/20	Introduction to Surveys	Dillman, Smyth & Christian (2014), Chapter 1. Access e-book through UNM Libraries.	Lab 10: Mixed Mode Surveys	None
04/29/20	Crafting Surveys	Dillman, Smyth & Christian (2014), Chapters 2, 4. 5 Access e-book through UNM Libraries.	Lab 11: Questions Stems and Item Response Theory	Homework 5: Draft Introduction and Survey Due
05/06/20	Administering Surveys (Abbreviated Class)	None	None	Homework 6: Administer Survey and Acquire Feedback
05/13/20	Description and Causation	*Research Methods in Practice*, Chapters 8, 10 (pp. 312-215 only) and 11		**None**

05/20/20	Observational Studies and Controls	*Research Methods in Practice*, Chapter 12	Lab 13: Causal Research Design Basics	**Survey Due**
05/27/20	Experiments	*Research Methods in Practice*, Chapters 14 (all) and 15 (pp. 466-475, 492-494).	Lab 14: Natural Experiments in Policy Making	None
12/10/19	Take Home Final Administered	None	None	**Final Exam Due December 11, 2019 by 5:00pm.**