

Report of Sabbatical Activity
AY 2013-2014
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Over the course of the sabbatical, I completed work as a co-author on a forthcoming textbook, *The Practice of Survey Research*. The book will be published by Sage Publication in Thousand Oaks and is expected to be available by May of 2015. An ISBN has already been assigned: 9781452235271. The book itself is a representation of the work completed over the sabbatical period. This report is only a brief summary of such work.

Summary of Purpose/Goals:

The sabbatical supports my work on a co-authored new survey research textbook (estimated to be approximately 450 pages in length when complete) and ancillary materials. The work on this book lies at the intersection of much of my work in the areas of research and in teaching. In research, much of my work is carried out using data that are collected through surveys or secondary data that had been collected by survey methods. Survey research is a major component, naturally, of research methods in the field of sociology, and our course at California State University Channel Islands: SOC 310, Sociological Research Methods.

Summary of Work/Outcomes:

The outcome of this project was the creation of a comprehensive survey research book that incorporates survey design, implementation, and continuing data management. Most existing books on this topic are particularly weak in the latter dimension. It also incorporates the latest advances in research design and types of questions. Moreover, this book utilizes the latest technology (e.g., Survey Monkey, Qualtrics) to offer complete, live, usable demos and templates. The book turned out to be much more in depth in the areas of data management and analysis than had been planned in the book proposal/contract with Sage.

Multi- & Inter- disciplinarity: This book deals with survey research as utilized in sociology, criminal justice/criminology, public health/health science, political science, psychology, communications, and social work. Specific issues/challenges in the aforementioned disciplines, and the increasing interdisciplinary spaces between them, will be incorporated throughout the book.

Approach: While the book provides a complete understanding of survey research from start to finish, it incorporates unique challenges/issues of specific disciplines (which need not be highlighted to great extent, but some survey tools tend to be used more in some

disciplines than others (e.g., vignettes)) and serve as a comprehensive survey research methodology book for the social sciences. Based in empirical research, the book provides breadth and examples suitable for survey expertise for graduate students, and also advanced/upper-division undergraduate students.

Apparatus/Specifications: The length of the manuscript is between 400 and 500 pages, following the Sage reference style. Tables and figures are used throughout the book. Online ancillaries (e.g., sample questionnaires, data files, other instruments/devices) contribute to the richness of the examples/demos/learning tools.

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Chapter 1: Introduction to Survey Research

Part II: Questionnaire Design

Chapter 2: Types of Surveys

Chapter 3: The Survey Instrument

Chapter 4: Survey Question Construction

Chapter 5: Validity and Reliability

Chapter 6: Pre-testing and Pilot Testing

Part III: Implementing a Survey

Chapter 7: Selecting a Sample: Probability Sampling

Chapter 8: Non-Probability Sampling and Sampling Hard to Find Populations

Chapter 9: Improving Response Rates and Retention

Chapter 10: Technologies to Develop and Implement Surveys

Chapter 11: Data Collection

Part IV: Post-Survey Data Management and Analysis

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Chapter 13: Data Cleaning

Chapter 14: Data Analysis for a Policy Report

Chapter 15: More Advanced Data Analysis

Chapter 16: Data Archiving

Epilogue