

Survey Research Methods
POLS 4157R
Fall 2026

Instructor: Professor Hood
Office: Baldwin 103D
Office Hours: M,T,W,Th,F by appointment
Phone: 706-583-0554
E-mail: th@uga.edu
Course Webpage: [ELC](#)

Course Description

This course is designed to provide students with a comprehensive overview of current survey research methodology by specifically concentrating on the process for conducting such research and the associated errors related to this process. Applications will come primarily from the area of American politics. As a research designated course considerable time will be devoted to students acquiring the necessary skills to conduct their own analysis of survey data in order to produce an original research paper.

Note: This is an in-person class; lectures are not available online.

Required Materials:

Texts (Text is available in hardcopy or electronic format from Amazon):

- *Survey Research Methods*, 5th ed. [978-1-4522-5900-0]
- Other readings will be made available via [ELC](#).

Course Expectations:

Participation: This class is organized around the assumption that students will both attend class and prepare for class by performing the set of assigned readings. While in class, students are further expected to participate in discussions and answer questions posed by the instructor. Obviously, it is difficult to participate in class discussions without being physically present. A key component of each student's participation grade will be based on periodic class presentations relating to the results of a current survey of their choice. Instructions for presentations and a presentation schedule will be made available on ELC.

Unit Quizzes: Following each unit, there will be an in-class quiz designed to test students' knowledge of key concepts and ideas. Note: Make-ups are not given.

Research Paper: This course will culminate in students analyzing survey data to produce an original research paper. No prior knowledge of data analysis is necessary. Datasets will be made available for analysis via ELC. Students will have free access to Stata which can be used to perform data analysis.

Grading Scheme:

▪ Participation	20%
▪ Unit Quizzes	35%
▪ Research Paper	45%

Grading Scale:

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

Class Schedule:

A detailed schedule will be posted on [ELC](#) that will contain additional information on reading assignments as well as important announcements.

Unit:	Dates:	Topics:
----	Aug. 17	Course Overview
1	Aug. 19-21	The Purpose of Surveys
2	Aug. 24-28	The Survey Research Process
3	Aug. 31-Sept. 4	Target Populations and Sampling Frames
4	Sept. 9-11	Sampling Design
5	Sept. 14-18	Data Collection Modes
6	Sept. 21-25	Issues with Nonresponse
7	Sept. 28-Oct. 2	Formulating Survey Questions
8	Oct. 5-9	Survey Interviewing
9	Oct. 12-16	Processing Survey Data
10	Oct. 19-23	Election Polling
11	Oct. 26-28	Survey Research Ethics
12	Nov. 2-6	Analyzing Survey Data
13	Nov. 9-20	Using Stata for Data Analysis

Key Dates:

Aug. 17	First Day of Class
Sept. 7	Labor Day Holiday
Oct. 30	Fall Break
Nov. 11	Course Withdrawal Deadline
Nov. 23-27	Thanksgiving
Nov. 30	Final Class Meeting
Dec. 1	Research Papers Due

UGA Student Honor Code

"I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others." A Culture of Honesty, the University's policy and procedures for handling cases of suspected dishonesty, can be found at honesty.uga.edu. Every course syllabus should include the instructor's expectations related to academic honesty.

UGA Well-Being Resources:

UGA Well-being Resources promote student success by cultivating a culture that supports a more active, healthy, and engaged student community.

Anyone needing assistance is encouraged to contact Student Care & Outreach (SCO) in the Division of Student Affairs at 706-542-8479 or visit sco.uga.edu. Student Care & Outreach helps students navigate difficult circumstances by connecting them with the most appropriate resources or services. They also administer the Embark@UGA program which supports students experiencing, or who have experienced, homelessness, foster care, or housing insecurity.

UGA provides both clinical and non-clinical options to support student well-being and mental health, any time, any place. Whether on campus, or studying from home or abroad, UGA Well-being Resources are here to help.

- Well-being Resources: well-being.uga.edu
- Student Care and Outreach: sco.uga.edu
- University Health Center: healthcenter.uga.edu
- Counseling and Psychiatric Services: caps.uga.edu or CAPS 24/7 crisis support at 706-542-2273
- Health Promotion/ Fontaine Center: healthpromotion.uga.edu
- Accessibility and Testing: accessibility.uga.edu

Additional information, including free digital well-being resources, can be accessed through the UGA app or by visiting <https://well-being.uga.edu>.

AI Policy:

In order to ensure students master the foundational knowledge and skills in this course, the use of generative AI (GAI) tools in the creation of your research paper is strictly prohibited. This prohibition extends to data analysis as well as report writing.