



**PSYCHOLOGY 3840G (570)**  
**Survey Design and Construction**  
**Fall/Winter 2025-2026**

Instructor: Dr. Wendy Ellis  
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**Course Information**

**Calendar Description:**

An introduction to the foundations and methods for developing questionnaires and surveys. Topics include methods and types of survey measurement, construction administration, data collection and reporting of results. Students will normally participate in the development of surveys with community partner agencies.

**Prerequisite(s):** [Psychology 2840F/G](#) (or [Psychology 2801F/G](#), [Psychology 2802F/G](#), the former Psychology 2800E, the former Psychology 2820E, [Psychology 2830A/B](#), [Psychology 2855F/G](#) or [Psychology 2856F/G](#)) and registration in the third or fourth year of Honours Specialization in Psychology, Honours Specialization in Applied Psychology, Honours Double Major, Major or Specialization in Psychology, or permission of the Department.

**Antirequisite(s):**

**Extra Information:** 3 lecture hours.

**Course Weight:** 0.50

**Breadth:** Category A

**Subject Code:** PSYCHOL

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.



King's University College  
 266 Epworth Avenue  
 London, ON  
 Canada N6A 2M3

## Psychology 3840G (section 570)

### Survey Design and Construction

#### CALENDAR DESCRIPTION

An introduction to the foundations and methods for developing questionnaires and surveys. Topics include methods and types of survey measurement, construction, administration, data collection and reporting of results. Students will normally participate in the development of surveys with community partner agencies.

3 lecture hours, 0.5 course

Antirequisite(s): Psychology 2080A/B.

Prerequisite(s): Registration in third or fourth year Honors Specialization in Psychology or minimum grade of 70% in Psychology 2840F/G (or minimum grade of 70% in both Psychology 2830A and Psychology 3830F/G at Huron); or minimum grade of 60% in both Psychology 2800E and Psychology 2810, or minimum grade of 70% in Psychology 2820E (or a minimum grade of 60% in both Psychology 2830A/B and Psychology 3830F/G at Huron). Other Psychology students and Special Students who receive a 70% in Psychology 2810 may also enroll in this course.

*Unless you have either the prerequisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.*

#### COURSE INFORMATION

**Website:** Brightspace

**Instructor:** Dr. Wendy Ellis

**Office hours:** by appointment

**Email:** wendy.ellis@uwo.ca

How to contact me:

Please email me from your uwo email address and include the class course number in the subject line. I will respond within 48 business hours (Monday to Friday, 9 am to 5pm).

**Mode of instruction:** in-person

## **TEXTBOOK (required)**

Dillman, D., Smyth, J. & Christian, J. (2014). *Internet, phone, mail, and mixed mode surveys: The tailored design method*. Fourth Edition. Wiley. (Please be sure to get the 4<sup>th</sup> edition), \$90

[https://bookstore.uwo.ca/textbook-search?campus=KC&term=W2023B&courses%5B0%5D=570 KC/PSY3840G](https://bookstore.uwo.ca/textbook-search?campus=KC&term=W2023B&courses%5B0%5D=570%20KC/PSY3840G)

Additional assigned readings will be available online

## **COURSE DESCRIPTION**

This is an applied research methods course. This course introduces students to psychological measurement and assessment with a specific focus on survey research in community contexts. This is a 'hands-on' class with a focus on skills development. Students will work in groups and partner with a community agency to develop a survey and report results. Attendance and full participation throughout the class is mandatory.

## **STUDENT LEARNING OUTCOMES**

Upon successful completion of this course, students will be able to work with a community partner to design and carry out a survey project from beginning to end. By the end of this course students will be able to:

1. Understand the purpose of conducting surveys
2. Describe the strengths and limitations of survey data collection
3. Apply knowledge of reliability, validity and practicality to create and administer ethically sound survey measures in real-world settings
4. Build and maintain collaborative networks with other students and clients to meet objectives
5. Analyze survey results to test psychometric properties
6. Analyze survey data to report and summarize findings
7. Create a comprehensive final report to summarize the purpose, methods, results and conclusions of the survey
8. Communicate a final report to a wide audience (orally and in writing)

## **EVALUATION**

- 1. Mid Term Exam - 35%**
- 2. Reflections - 15%**
- 3. Group Proposal - 15%**
- 4. Group Presentation - 15%**
- 5. Group Final Report - 20%**

The following guidelines for grading are used from Western University grading guidelines, (see [http://www.uwo.ca/univsec/pdf/academic\\_policies/general/grades\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/general/grades_undergrad.pdf)):

- A+ 90-100 One could scarcely expect better from a student at this level
- A 80-89 Superior work that is clearly above average
- B 70-79 Good work, meeting all requirements, and eminently satisfactory
- C 60-69 Competent work, meeting requirements
- D 50-59 Fair work, minimally acceptable
- F below 50 Fail

All students are expected to complete exams and presentations on scheduled dates. Grades will be based only on the assessments listed below.

### **Mid Term: 35%**

There will be one midterm worth 35%. The format will be multiple choice and short answer. More details will be discussed in class.

**The mid term will be the one assessment for this course exempt from the undocumented academic consideration policy.** This means a missed mid-term will require formal documentation submitted to Academic Counselling to be granted academic consideration and a make-up exam. All students are expected to complete the midterm exam on the scheduled date. Special exams or re-scheduling will be provided **only** on religious (notified during the first week of class), medical, or compassionate grounds with the appropriate supporting documentation (please see attached policy on illness). It is the student's responsibility to inform the course instructor of these reasons **prior** to the exam date, and to provide acceptable documentation to support a medical or compassionate claim.

The make-up exam will be held Friday March 14<sup>th</sup> 2:30-4:40pm

### **Reflections and Class Participation: 15%**

Two reflections will be required at pre- and post-experience, worth 15% of your grade. The pre-reflection will be worth 5% and the post reflection will be worth 10%.

Attendance and participation will also be recorded every week. Due to the nature of the group and community work, being present and engaged in the course will determine the success of your group. Please be mindful of your role as a group member and **always let me and your group members know when you cannot attend** and make arrangements to complete the necessary group work.

### **Group Work (one submission per group): 50%**

Working in groups of 3-5 you will work with a community partner to design a survey, gather data, analyze the data and write a final report. The group work will have three main evaluations: the project **proposal**, the final **presentation** and the final written **report**.

ONE person per group should be responsible for uploading the assignments and confirming with each group member (do not assume someone else will do it!). ONE group member should also be responsible for contacting your community partner and reporting to the rest of the group. Each group component will be partly based on self and peer evaluations of member contributions to the product.

***\*All group assignments are to be submitted electronically by 11:55pm on their due dates\****

### **Proposal idea for survey project: 15%**

It is crucial that proposals are submitted early for this course to ensure sufficient time to collect data and seek additional ethics approval if needed. Please submit in Word format to allow for revisions and comments from the course instructor. The proposal will be submitted in two stages and graded after part B is submitted.

*Part A:* For the first stage of your proposal you are asked to summarize the community request, provide background context on the organization and submit your research question and/or statement and define the variables you are examining.

*Part B:* For the second phase groups should complete a full proposal including revised content from step one and have the following sections:

1. Requested Project and Organization. Summarize the request and provide overview of your organization
2. Background Context/Lit Review (2-3pages). What has been done in previous research (5-10 sources) Include Reference section in APA
3. Research question and or statement
4. Method. Provide overview of participant section/sample frame. Provide summary of measures and brief rationale and include all questions in appendix
5. References (in APA)
6. Appendix 1: All items/Questions, Appendix 2: Sample Recruitment Letter,

**\*\***You will have the option to resubmit the proposal within 7 days of its return to you. The resubmission is worth up to an extra 5% (out of 100) on your grade. For example, if you receive a 75%, an improved resubmission can increase the grade to 80%.

### **Group presentation of survey project: 15%**

The group presentation of the project will include all major elements of the project, including purpose/background, methods/measures and results. This may be done in poster or brochure format.

**Final report of group survey project: 20%**

Each group will be required to write a final report and executive summary to disseminate relevant results. This report will be sent to community partners and published online. Due on the last day of our class. More details will be given in class.

**Tentative CLASS SCHEDULE** (Please note that changes to the schedule are likely)

Date	Lecture Topic	Group Work	Reading
Class 1 January 6	Introduction to community project, surveys and applied research	Requests for project and partners	
Class 2 January 13	Selecting the survey population and responding to surveys	Group assignment, decide roles  <b>Pre-Reflection due</b>	Chapters 1-2
Class 3 January 20	Planning your study and gathering your sample in the community	Proposal and lit review work	Chapter 3
Class 4 January 27	Designing survey questions	<b>Proposal Part 1 due</b>	Chapters 4-5
Class 5 Feb 3	Order effects in survey design	Proposal work  *Partner Meetings*	Chapter 7
Class 6 Feb 10	Web questionnaires, implementation and interviews	<b>Proposal Part 2 due</b>	Chapter 9, 10, 11
Feb 17	READING WEEK - NO CLASS		
Class 7 Feb 24	Evaluating Survey Instruments	Determine data analytic plan	Assigned reading
Class 8  March 3	<b>Midterm Exam (2 hours)</b>		
Class 9 March 10	Communication of findings		Assigned Reading
Class 10 March 17	Data analysis and presentation		Assigned Reading

Class 11 March 24	Course recap and final reflection discussion		
Class 12 March 31	Group Poster Presentations	<b>Poster Due</b>	
April 7		<b>Final Report due</b> <b>Final Reflection due</b>	

## ACADEMIC INTEGRITY

All assignments must be written in your own words. Ideas or text taken from other sources must be properly cited using quotation marks and references. Plagiarism, including the use of AI to paraphrase or write content, is a serious academic offence.

You **may not** use generative AI tools (e.g., ChatGPT) to write, paraphrase, revise, or edit any part of your assignments. Students **may** use AI tools for brainstorming or outlining only for the final paper, but the final written work must be their own original writing. Spelling and grammar check tools (e.g., Word Editor, Grammarly) may be used for typographical corrections.

Violations will be addressed under the University's Scholastic Discipline Policy:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### Policy on the Use of Generative AI Tools

The Department of Psychology expects that students will submit work that is truly their own, completed without external assistance (human or artificial).

The use of generative AI tools (such as ChatGPT) is not permitted for any submitted coursework unless express permission has been granted by your instructor. Students should not have AI tools write any part of their assignments or papers, either by copying and pasting or by paraphrasing the output. Unauthorized use of AI constitutes an academic offence and will be subject to academic discipline.

Additional information: Students can use AI tools to clarify questions they have about course content (e.g., you can ask chat GPT about a course concept to help with your understanding), but students should be aware that the response may be inaccurate or inconsistent with the course content. Asking your instructor is a more effective strategy. Students should note that information provided by AI tools such as ChatGPT can include mistakes, inaccuracies, biases, and out-dated information. Whenever these tools are used, students should cross-verify the information provided to them. This means verifying that the sources used by AI exist and have

been accurately summarized, consulting multiple original and reputable up-to-date sources to verify information, and being cautious of bias that could be present in the information provided.

### **Turnitin Analysis**

All papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>). Please note that Turnitin analysis now includes AI detection.

### **Policy on Use of Translation Tools\***

The Department of Psychology views the unapproved use of translation or language applications as an academic offence. Any usage of translation applications or language generation by students to complete specific assigned work for this course must be approved by the instructor prior to submitting the work and noted by the student in the submitted work itself.

Writing text and then feeding it into a computer application to improve or translate your own words, changing a few words, and then submitting this text as if it was your own constitutes plagiarism. You must compose text, choose words, construct logic flow, structure sentences and paragraphs to organize, synthesize, interpret information with your own mind. When you borrow language or ideas from another person or from a machine this must be acknowledged with quotation marks and/or citations.

Rationale:

- Translation is intellectual work and produces intellectual property, thus any text which is translated must cite the translator.
- Psychology endeavors to advance students' linguistic, analytic, and reasoning competencies – this can not happen outside of specific language competencies.
- Earning a university degree signals that an individual has advanced literacy and communicative skill in the language of instruction at the university; this is English at King's University College at Western University. If translation machines are used by students without regulation, we will have no way of certifying whether these competencies exist and fewer mechanism for encouraging students to do the hard work to develop the

### **TECHNOLOGY EXPECTATIONS AND REQUIREMENTS**

Access to the following Technology is required: Stable high speed internet connection, microphone and webcam for zoom meetings.

### **In Person and Online behaviour and intellectual property statement**

- All students are expected to engage online in a professional and respectful manner. This includes all interactions with peers, as well as communication between TAs or your Professor. Failure to do so will result in academic discipline.
- Recording of lectures or tutorials in person or online without the explicit consent of the Professor is grounds for academic discipline.
- Course content created by a faculty member is considered the faculty member's intellectual property; it should not be distributed, shared in any public domain, or sold by a student or other third party without prior written consent of the faculty member.
- All assessment or examinations done in person or online are expected to be done by the student registered in this course, following the instructions outlined by the Assignment.
- Any remote learning sessions for this course will be recorded. The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals participating in the course for their private or group study purposes. Please contact the instructor if you have any concerns related to session recordings. Participants in this course are not permitted to record the session.

## Department of Psychology Policies Related to AI Tools

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#### **Why do we have this policy?**

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*\* Based on the policy developed by the Department of Child and Youth Studies*

# KING'S UNIVERSITY COLLEGE

## GENERAL COURSE POLICIES

### 2025-2026

#### 1. Academic Accommodations, Consideration for Absences

##### **Academic Accommodation (Accessibility)**

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

##### **Academic Consideration for Student Absence**

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at [https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses\\_enrollment/exams\\_and\\_tests/MC-Feb-2025.pdf](https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses_enrollment/exams_and_tests/MC-Feb-2025.pdf).

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

[https://uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration\\_Sep24.pdf](https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf)

Please note, Friday Make-Up Exams may only be written with the instructor's consent.

##### **Absences from Final Examinations**

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as

soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under [Special Examinations](#)).

### **Religious Accommodation**

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

## **2. Support Services**

Accessibility, Counselling and Student Development at King’s University College:

<https://www.kings.uwo.ca/current-students/student-services/>

Students experiencing emotional or mental health distress can access services at King’s University

College: <http://www.kings.uwo.ca/current-students/campus-services/student-support-services/personal-counselling/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

[https://www.uwo.ca/health/mental\\_wellbeing/](https://www.uwo.ca/health/mental_wellbeing/)

Academic Support Services at King’s University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

### **GBSV Support:**

King’s is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

You can reach someone supports at Kings by emailing [Care@kings.uwo.ca](mailto:Care@kings.uwo.ca) or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western’s Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

Further supports can be found on this website: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

See also [https://www.uwo.ca/health/student\\_support/survivor\\_support/get-help.html](https://www.uwo.ca/health/student_support/survivor_support/get-help.html)

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

### 3. Statement on Use of Electronic Devices

**Use of Electronic Devices:** Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

**Use of Laptops, Tablets, and Smartphones in the Classroom:** King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://www.kings.uwo.ca/current-students/student-affairs/code-of-student-conduct1/>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

### 4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with you instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see

<https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

### **5. Copyright of Course Material**

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

### **6. Use of Recordings**

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

### **7. Policy on Attendance**

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.