Course Objective
How do we design and conduct primary research for public policy? In this course you will design a survey, review publicly available data, and learn basic methods of analyzing both quantitative and qualitative data. You will learn to critique existing data through the uncertainties of design, the constraints of cost and time, and potential problems in research conceptualization. You will be introduced to descriptive statistics, and spatial analysis using Geographic Information Systems.

This is both a lecture and lab course, with a strong emphasis on learning practical skills with computer software and data management. You will begin with familiar programs—Word, PowerPoint, and Excel—and learn how to use these more effectively. Then, with your own survey designed, you will mock up findings in order to present basic statistical descriptions of your data. You will be briefly introduced to both SPSS and R, to generate more rigorous analyses of your data.

The final part of the course is devoted to GIS, with a focus on the “meat” of the process, which is spatialized database analysis. There will be some time devoted to the production of graphical maps, but the core functions of GIS are much closer to the overall theme of the course, and the database-analysis methods of SPSS and to some degree, Excel.

Student learning outcomes:
1. The applied use of policy-related software: Excel, SPSS, R, and ESRI's ArcMap.
2. Direct experience of the art of survey design.

Readings
There are two required textbooks:

[Referred to as “C&S” in the syllabus.]

[Referred to as “S&D” in the Syllabus.]

Additional readings will be posted on iLearn.

Submitting Assignments
On all documents, include: a) your name, b) the date, c) the class name, d) instructor name (Calogero), and e) the title of the document. The title must describe the content of the document.

Submit assignments on iLearn. Name your file with this format:
Lastname_Firstname_AssignmentNumber_TOPIC.pdf (or .doc)

Deadlines
Assignments are typically due on Thursdays at 11:00 PM.
Late assignments: I deduct one point for each day late.
NOTE! You must complete all assignments in the Syllabus to complete the course.

Student Code of Conduct: Abide by it. I am very strict about this to be fair to all.
**Bases for Grade in Course:**

On most Thursdays throughout the semester, something is due. Since we will be using a variety of software, I have broken up the requirements into a swarm of small projects. Each project is designed to familiarize you with the material covered that week.

- **Project 1:** Style sheets in MS Word (5%)
- **Project 2:** Research project proposal (10%)
- **Project 3:** PowerPoint Slideshow (5%)
- **Project 4:** Excel Spreadsheet (5%)
- **Project 5:** Draft Survey (5%)
- **Project 6:** OASIS completion (5%)
- **Project 7:** Final survey instrument design (10%)
- **Project 8:** Take-home midterm (15%)
- **Project 9:** Data Analysis (5%)
- **Project 10:** Census Data compilation (5%)
- **Project 11:** Census Data analysis (5%)
- **Project 12:** Basic GIS output (5%)
- **Project 13:** GIS calculations (5%)
- **Project 14:** GIS analysis map (10%)

**Class participation (5%)**
This will be based upon active participation in class discussion.

**Attendance**

*Attendance is extremely important.* I deduct points for absences based on the Fibonacci series:

1st absence: -1 point  
2nd: -2 pts; -3 total  
3rd: -3 pts; -6 total  
4th: -5 pts; -10 total  
5th: -8 pts; -18 total  
6th: -13 pts; -31 total  
7th: -21 pts; -52 total = automatic fail.

So please sign the attendance sheet every day! Walking tours count as classes.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Readings (before class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Jan 28</td>
<td><strong>Introduction: Overview of the course and rubrics</strong></td>
</tr>
</tbody>
</table>
|       | Jan 30   | **Reading:** C&S Chpt 1:  
**Topic:** Process and problems of public policy research; ethics in research.  
**Style Sheet assignment due**                                                                                                                                   |
|       | Feb 4    | **Reading:** C&S, Chapt 2:  
**Topic:** The “Wheel of Research:” deductive and inductive reasoning                                                                                                    |
|       | Feb 6    | **Reading:** C&S, Chapt 4, pp.59-71:  
**Topic:** The art of designing research questions  
**Research topic essay due**                                                                                                                                           |
|       | Feb 11   | **Reading:** C&S, Chapt 4, pp.71-84:  
**Topic:** Types of data; descriptive statistics                                                                                                                                                                      |
|       | Feb 13   | **Reading:** C&S, Chapt 5: Sampling Methods  
**Topic:** Managing images: cropping, scaling, file formats  
**Powerpoint slideshow due**                                                                                                                                 |
|       | Feb 18   | **Reading:** C&S, Chapt 8, PP. 154-168:  
**Topic:** Measures of central tendency: normal and non-normal distributions                                                                                                                                 |
|       | Feb 20   | **Reading:** C&S, Chapt 8, PP. 168-177: cross-tabulations  
**Topic:** Dispersion and variation of data; working with Excel  
**Excel assignment due**                                                                                                                                 |
|       | Feb 25   | **Reading:** C&S, Chapt 7: Survey research  
**Topic:** Survey Design I: types of data and pre-tests                                                                                                                                                                      |
|       | Feb 27   | **Reading:** Salant & Dillman, Chapter 6: Good Questions  
**Topic:** Survey Design II  
**Draft Survey due**                                                                                                                                                                                                 |
|       | Mar 4    | **Reading:** C&S, Chapt 6: Causation and experimental design  
**Topic:** Discussion of student surveys, I                                                                                                                                                                                  |
|       | Mar 6    | **Reading:** Salant & Dillman, Chapter 7: Questionnaire design  
**Topic:** Discussion of student surveys, II  
**OASIS completion due: submit evidence of completion to iLearn.**                                                                                              |
|       | Mar 11   | **Reading:** Salant & Dillman, Chapter 5: Sampling  
**Topic:** Discussion of student surveys, III                                                                                                                                                                                   |
|       | Mar 13   | **Reading:** Salant & Dillman, Chapters 2 & 3  
**Topic:** Discussion of student surveys, IV  
**Final survey design due**                                                                                                                                                                                                 |
|       | Mar 18   | **Reading:** C&S, Ch 10: Qualitative analysis  
**Topic:** Code your data  
**Student presentations of specific urban case studies**                                                                                                                                                               |
|       | Mar 20   | **Reading:** none  
**Topic:** Continue to generate survey-response data.  
**Take-home Midterm due**                                                                                                                                                                                                  |
<p>| BREAK |          | <strong>March 23 through March 31</strong>                                                                                                                                                                                                        |</p>
<table>
<thead>
<tr>
<th>Week</th>
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<tbody>
<tr>
<td>Week 9</td>
<td>Apr 1</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Introduction to SPSS: defining variables</td>
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<td></td>
<td>Apr 3</td>
<td><strong>Reading</strong>: SPSS tutorial  &lt;br&gt;<strong>Topic</strong>: Interpreting SPSS output  &lt;br&gt;<em>nothing due</em></td>
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<td>Apr 8</td>
<td><strong>Reading</strong>: PDF files explaining R, on iLearn  &lt;br&gt;<strong>Topic</strong>: Introduction to R</td>
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<tr>
<td>Week 10</td>
<td>Apr 10</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Pulling together the report  &lt;br&gt;<em>Data Analysis project due</em></td>
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<td>Apr 15</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Introduction to the American Community Survey</td>
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<td>Apr 17</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Pulling data from American FactFinder  &lt;br&gt;<em>Census Data Part I: research due (cleaned Excel tables)</em></td>
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<tr>
<td>Week 11</td>
<td>Apr 22</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Other online sources of data</td>
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<td>Apr 24</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Pulling together Census data analysis  &lt;br&gt;<em>Census Data Part II: Descriptive Statistics due</em></td>
</tr>
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<td>Apr 29</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Intro to Arcmap: shapefile management &amp; structure</td>
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<tr>
<td>Week 12</td>
<td>May 1</td>
<td><strong>Reading</strong>: ESRI tutorial  &lt;br&gt;<strong>Topic</strong>: Shapefiles as layers; attributes and choropleth maps  &lt;br&gt;<em>Basic labeled output from ArcMap</em></td>
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<td>May 6</td>
<td><strong>Topic</strong>: Table joins</td>
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<td></td>
<td>May 8</td>
<td><strong>Topic</strong>: Calculating new attribute fields  &lt;br&gt;<em>Initial spatial analysis map due</em></td>
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<tr>
<td></td>
<td>May 13</td>
<td><strong>Reading</strong>: How to join georeferenced census data to TIGER files (iLearn PDFs)  &lt;br&gt;<strong>Topic</strong>: How to join georeferenced census data to TIGER files</td>
</tr>
<tr>
<td>Week 13</td>
<td>May 15</td>
<td><strong>Reading</strong>: none  &lt;br&gt;<strong>Topic</strong>: Getting joins and calculations to actually work</td>
</tr>
<tr>
<td></td>
<td>May 22</td>
<td><strong>Analysis map is due on iLearn at 10:30 AM, Sat, May 17</strong></td>
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Instructor: Pietro Calogero
College of Health and Social Sciences  
Standard Wording for All Syllabi

From: Dean Don Taylor

B. CHSS Policy
Syllabi are to incorporate the Academic Senate Policy regarding finals week, the deadlines or withdrawals, late adds, CR/NC option and information related to course registration and Disability Programs and Resource Center. A sample listing of the required College policies are shown below.

Final Exam: According to Academic Senate policy F76-12 a time period is set aside at the end of each semester for a formal examination period. All classes are expected to meet during the final examination period whether an examination is given or not. The final examination schedule is published each semester in the Class Schedule.

CHSS Withdrawal Policy: The last day to drop a class is February 7th, 2014 at midnight. Starting February 8th – April 25th, 2014 you must submit a withdrawal petition. Withdrawal from a class starting February 8th, 2014 will be considered for serious and compelling reasons only and must have accompanying documentation. The following reasons are not considered serious and compelling: Changing your major, poor performance, class not required for graduation/major, or more time needed for other classes. If you wish to withdraw from class due to unexpected changes in your work schedule, illness or family emergencies, documentation will be required, along with a copy of unofficial transcripts. If you are requesting a withdrawal, bring your petition and appropriate documentation to the instructor. From April 26th – May 16th, 2014 you may not withdraw from a class or the University, except in the case of a serious documented illness or verified accident.

CR/NC Option: March 21st, 2014 (by midnight) is the last day to request the CR/NC option. The Associate Dean will not approve requests for changes if you miss this deadline.

Late Add Policy: The period to add classes via permit numbers is January 27th– February 7th (midnight), 2014. The period to add classes by Exception (2nd set of permit numbers) is February 8th–21st, 2014. It is your responsibility to procure a late permit number from your instructor and add the class. Faculty cannot add you into a class. Starting February 22nd, 2014 a Waiver of College Regulations form must be signed by your instructor, Chair and CHSS Associate Dean to add. This will be approved only if there was an administrative error.

Check your registration through SF State Gateway: Sign up for CR/NC, drop and add classes by the appropriate deadline online through SF State Gateway. ALWAYS check your registration after making any changes and BEFORE deadlines to be sure you are registered properly for your classes. This is a student responsibility. Deadlines for all registration procedures, including withdrawals and requests for credit/no credit, are listed in the class schedule and will be strictly adhered to by the instructor, the Department Chair and the Associate Dean of College of Health & Social Sciences.

This can be viewed on the Registration Calendar at the following website:
http://www.sfsu.edu/~admisrec/reg/regsched.html

Disability Programs and Resource Center: Students with disabilities who need reasonable accommodations are encouraged to contact the instructor. The Disability Programs and Resource Center (DPRC) is available to facilitate the reasonable accommodations process. The DPRC, located in SSB 110, can be reached by telephone at 415-338-2472 (voice/TTY) or by e-mail at dprc@sfsu.edu.

Instructor: Pietro Calogero