

**MC 4020  
Survey**

In class we discussed issues related to survey design, including measurement, content, question order, validity and reliability. This week, your group’s task is to develop a survey that will accurately and reliably measure one construct relevant to how Fortune 500 companies should use social media during a crisis. In this survey you will examine different crisis reactive strategies (pre-emptive action, offensive response, defensive response, diversionary response, vocal commiseration, rectifying behavior and deliberate inaction).

We will create the survey and a new scale in class. This will include all the steps we discussed in class (e.g. introductory paragraph, ordering of questions, demographics, etc.). The survey will contain the scale you created along with 5-10 additional items relevant to your research question. Once you have developed it you must give your survey to a **minimum of 100** people working in a communication/marketing/advertising/public relations position at Fortune 500 companies.

Make sure to address the following from this week’s lesson on surveys:

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
Overview. <ul style="list-style-type: none"> <li>Why is this topic important?</li> <li>State your research question and/or hypothesis at the top of the page.</li> </ul>	5	4.0	3.5	3.0	2.5-0.0
Design. <ul style="list-style-type: none"> <li>Provide a rationale as to why a survey would be a good method to use to examine this question/hypotheses.</li> <li>Discuss any pertinent details regarding your survey.</li> <li>Were there any decisions in the content of the questions? Ordering the questions?</li> <li>How did you deal</li> </ul>	5	4.0	3.5	3.0	2.5-0.0

with bias issues?					
Participants. <ul style="list-style-type: none"> <li>Define the population of interest.</li> <li>What type of sample, sampling technique, and size of sample will you use?</li> <li>What was your response rate?</li> <li>What were the characteristics of your sample (data from demographics)?</li> </ul>	5	4.0	3.5	3.0	2.5-0.0
Setting and Apparatus <ul style="list-style-type: none"> <li>Collection dates?</li> <li>Collection location?</li> <li>How are you conducting your survey?</li> <li>How long did survey take to complete?</li> </ul>	5	4.0	3.5	3.0	2.5-0.0
Independent Variables (groups and demographics)	5	4.0	3.5	3.0	2.5-0.0
Dependent Variables <ul style="list-style-type: none"> <li>Identify the construct to be measured.</li> <li>Define the construct (in verbal terms) as accurately and with as much detail as possible (be concise though).</li> <li>Operationalize the construct (i.e. create your scales that will comprise the construct). Be sure to discuss why you selected the level of measurement(s) you did, its advantages, disadvantages, etc.</li> <li>Conduct a factor analysis of your construct. Provide the results here.</li> </ul>	10	8.0	7.0	6.0	5.0-0.0
Survey & Results <b>Attach your survey as an Appendix.</b>	5	4.0	3.5	3.0	2.5-0.0

<ul style="list-style-type: none"> <li>Survey will not count toward page length.</li> </ul> <p><b>Add your SPSS file to the Dropbox.</b></p>					
<p>Manship Essentials and AP Style</p> <ul style="list-style-type: none"> <li>Style and content are appropriate for the target public(s).</li> <li>Sentence structure.</li> <li>Spelling and punctuation.</li> <li>Accuracy.</li> <li>Writing is interesting and informative.</li> <li>Completeness: Reader is not left with any unanswered questions.</li> <li>Style and format are appropriate for the medium you are using.</li> <li>Content meets objectives.</li> <li>Structure is appropriate: introduction, organization, transitions.</li> <li>Grammar and syntax.</li> </ul>	5	4.0	3.5	3.0	2.5-0.0
<p>Format:</p> <ul style="list-style-type: none"> <li>12 pt. Times New Roman Font.</li> <li>1" page margins all around.</li> <li>No more than 4 pages single-spaced.</li> <li>Make sure to include citations for all information in APA format.</li> <li>Include cover page and reference page (will not count toward page length).</li> </ul>	5	4.0	3.5	3.0	2.5-0.0