Instructor: Dr. Peter J. Fix
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Office hrs: M & W 3:00 to 4:30 p.m., or by appointment

Social science surveys can be a valuable tool for natural resource management. As such they are extensively applied to assist in management decisions. However, obtaining valid results requires careful attention to the concepts being measured, design of the questionnaire, and methods used. This course will explore concepts from social psychology that can assist in natural resource management and

Vaske, J. J. (2008). Survey research and analysis: Applications in parks, recreation and human dimensions. State College, PA: Venture Publishing.
If additional readings are assigned, they will be posted to Blackboard.

Students will be evaluated on four exams and several assignments. Exams and assignments will be evaluated in comparison to the correct answer as indicated by the course readings. The first three exams will have an in-class and take home component; the final will be take home only.

Points, equivalent to one letter grade per day late, will be deducted for late assignments.
Students are expected to come to class having read the assigned material.
Students are expected to be at class and participate in discussion.

Plus and minus grades will be used. The components of the final grade and their contribution to the overall grade are as follows.

Exams 60%	A + > 96%

If you have a disability that you believe will affect your performance in this course, please speak with me directly AND contact the Disability Services director Mary Matthews (474-5655; mcmatthews@alaska.edu). Every effort will be made to accommodate you in accordance with the Americans with Disabilities Act. Further information is available at their website at http://www.uaf.edu/disability/about/.

The writing center in the eight floor of the Gruening Building can assist with your writing skills.

_____ (Will be revised as necessary)

Date	Topic Covered

3/27	Implementation: sampling
	    Vaske: ch. 8
	    Case study Denali National Park and Preserve
	    Case study ARSP sampling issues
	    Coverage error: https://fivethirtyeight.com/features/registered-voters-who-stayed-home-probably-cost-clinton-the-election/
	Assignment: sampling

3/29	Implementation: response rate and more on margin of error
	    Vaske: ch. 8
	    https://fivethirtyeight.com/features/what-a-difference-2-percentage-points-makes/https://fivethirtyeight.com/features/what-a-difference-2-percentage-points-makes/
	    https://fivethirtyeight.com/features/election-update-clinton-gains-and-the-polls-magically-converge/
	    http://fivethirtyeight.com/features/final-election-update-theres-a-wide-range-of-outcomes-and-most-of-them-come-up-clinton/

4/3	

4/5	Weighting data
	    Vaske: ch. 8
	    http://www.nytimes.com/interactive/2016/09/20/upshot/the-error-the-polling-world-rarely-talks-about.html?_r=0
	Case study ARSP analysis issues

4/10	Project evaluation
	    Yale Program on Climate Change Communication: Global Warming's Six Americas:
	    http://climatecommunication.yale.edu/about/projects/global-warmings-six-americas/
	Assignment: project evaluation

4/12 (359)	Basic analysis Vaske: ch 5 pgs. 89-94, ch. 6 **Assignment: analysis**
4/17 (359)	Crosstabs Vaske: ch. 13
4/19 (359)	t-test: Vaske: ch. 14 **Assignment: analysis**
4/24 (359)	ANOVA (tentative) Vaske: ch. 15
4/26	
5/1	Integrating analysis and survey design, writing up results, IRB