

Disciplina:

ADM2839 - Métodos de Survey

Ementa:

Definição de hipóteses de pesquisa e/ou perguntas de pesquisa. Definição do domínio conceitual de um construto. Processo de operacionalização de variáveis. Avaliação da qualidade de uma escala para uso em survey e de desenvolvimento uma nova escala. Problemas e procedimentos necessários para o desenvolvimento de um instrumento de coleta de dados. Métodos de coleta de dados. Planejamento, condução e execução de coleta de dados. Requisitos associados à análise e à redação de uma tese.

Bibliografia:

Popper, K. O mito da geração de hipóteses indutiva. Goode, W.J.; Hatt, P.K. Métodos em pesquisa social. São Paulo, Ed. Nacional, 1975 (cap. 6 – Elementos básicos do método científico: hipóteses). Spector, P.E. Summated rating scale: an introduction. Newbury Park, Sage University Paper Series, 1992, p.1-18. Churchill, G.A. A paradigm for better measures of marketing constructs. *Journal of Marketing Research*, 16 (February):64-73, 1979. Spector, P.E. Summated rating scale: an introduction. Newbury Park, Sage, 1992, p.18-70. Converse, J.M.; Presser, S. Survey questions: handcrafting the standardized questionnaire. Sage University Paper Series. Newbury Park, Sage, 1986. Tourangeau, R. et al. The psychology of survey response. Cambridge, Cambridge University Press, 2000. (cap.3 – The role of memory in survey responding; cap. 4 – Answering questions about dates and durations; cap. 6 – Attitude questions). Sperber, A.D. Translation and validation of study instruments for cross-cultural research. *Gastroenterology*, 126:S124-S128, 2004. Douglas, S.; Craig, C.S. Collaborative and iterative translation: an alternative approach to back translation. *Journal of International Marketing*, 15(1):30-43, 2007. Mangione. Mail surveys: improving the quality. Thousand Oaks, Sage, 2003. (cap.4 – The basics of sampling; cap 5 – Pitfalls in sampling; cap.6 – The basics of avoiding nonresponse errors e cap. 7 – Additional ways to reduce nonresponse errors). Alreck e Settle. The survey research handbook. 2nd. ed.; Chicago, Irwin, 1995 (cap. 8 – Gathering interview data). Alam et al. Conducting surveys and data collection: from traditional to mobile and SMS-based surveys. *Pak.Journal of Statistics and Operation Research*, 10 (2):169-187, 2014. Thompson, M.E. et al. Accounting for the effects of data collection method. *Population*, 68(3):447-472, 2013. Fowler, F.J., Jr. Survey research methods. Thousand Oaks, Sage, 2002 (cap.8 – Preparing survey data for analysis.). Alreck e Settle. The survey research handbook. 2nd. ed.; Chicago, Irwin, 1995 (cap.9 – Processing the data). Bibliografia complementar: Carmines, E.G.; Zeller, R.A. Reliability and validity assessment. Newbury Park, Sage University Paper Series, 1979, p.9-28. Voss, G.B. Formulating interesting research questions. *Academy of Marketing Science Journal*, 31(3):356-359, 2003. MacKenzie, S.B. The dangers of poor construct conceptualization. *Journal of the Academy of Marketing Science*, 31 (3) :323-326, 2003. Figueiredo et al. Mapping the conceptual domain of the psychic distance construct. Hardesty, D.M.; Bearden, W.O. The use of expert judges in scale development. *Journal of Business Research*, 57:98-107, 2004. Figueiredo et al. The equivalence of single-item scales of psychic distance: a test in Brazil. *Base*, 9 (4):317-328, 2012. Rasmussen, K.B.; Thimm, H. Fact-based understanding of business survey non-response. *The Electronic Journal of Business Research Methods*, 7 (1):83-92, 2009. Sykes, L.L. et al. A systematic literature review on response rates across racial and ethnic populations. *Canadian Journal of Public Health*, 101 (3):213-219, 2010. Graham et al. Street intercept method: An innovative approach to recruiting young adult high-risk drinkers. *Drug and Alcohol Review*, 33:449–455, 2014. Vicente, P.; Reis, E. Marketing research with telephone surveys: is it time to change? *Journal of Global Marketing*, 23:321-332, 2010. Vicente, P. The best times to call in a mobile phone survey. *International Journal of Market Research*, 57(4):557-570, 2010. Gregori, A.; Baltar, F. Ready to complete the survey on Facebook. *International Journal of Market Research*, 55(1): 131-148, 2012.