Omnibus Survey for the School of Communication (OSoC)

Research Committee policies

Research Committee responsibilities

OSoC is managed by the School of Communication Research Committee. The goal, however, is to ensure that the burden placed on committee members is modest. The following points illustrate the committee’s obligations in regards to OSoC.

- Ensure that current documentation describing OSoC is available on the School’s website.
- Obtain initial IRB approval for the omnibus survey (target: August 2014)
- Get quotes from GfK for additional time or respondents as requested by faculty.
- Review applications within one month of receipt (October): approve, revise and resubmit (minor revisions only—no time for major changes), reject
- Notify applicants of application outcome.
- File IRB amendment each year based on current year questionnaire and list of relevant researchers (awardees)
- Set up contract modification (“mod”) agreements with GfK if awardees are purchasing additional respondents or items/time
- Combine questionnaires from all approved applications into a single document and submit to GfK by late November
- Notify GfK of any required corrections by mid-December
- Distribute data and codebook to all relevant parties post collection (February)
- Review and maintain a record of completion reports.

One representative of the Research Committee should be selected to coordinate with GfK. This individual will be the primary point of contact between the School of Communication and GfK. GfK will appoint a point person on its end. These individuals will be responsible for distributing the questionnaire, revising it, coordinating the pilot test, and disseminating the data.

Application Assessment

When evaluating applications, the committee will be guided by the consideration described in the “Application and use procedures” document.