



EAST TENNESSEE STATE UNIVERSITY

Applied Social Research Lab

2025 - 2026 Service Offerings

For additional information
on ASRL, please contact:

Morgan Kidd
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www.etsu.edu/asrl



EAST TENNESSEE STATE
UNIVERSITY

Applied Social Research Lab

The Applied Social Research Lab was created out of a desire to develop an academic survey research lab that would serve both the University community and the larger Tri-Cities region. Our goal is to integrate teaching, research, and service to provide a comprehensive approach to solving complex research problems. Our team members come from various disciplines, and we bring a broad range of expertise to our projects.

ASRL RESEARCH EXPERIENCE & SERVICES

***Prices are determined at the time of consultation due to frequently changing costs of products and services.**

- Social Science Research Design
(qualitative, quantitative, mixed methods, longitudinal)
- Program Evaluation
- Grant Writing (support and implementation)
- Needs Assessments
- Participant Recruitment
- Sample Design/Purchasing
- Incentive Purchasing/Management
- Data Collection Methods
(surveys, interviews, focus groups, observations, social media)
- Questionnaire Design & Fielding
(web, paper, telephone)
- Data Analysis Methods
(social network analysis, AI-assisted analysis)
- Research Technology consulting and support
- Report Writing & Presentations

Since 2012, the ASRL team has worked with ETSU administrative units and researchers from almost every college across campus to help them with their research and data needs. ASRL faculty and staff also have a long history of working with various community organizations and private clients, with extensive experience doing data collection in the Appalachian Region and working with hard-to-reach populations.

ASRL integrates teaching, research, and service in our work. We maintain an active partnership with the Department of Sociology and Anthropology at ETSU. This partnership benefits those interested in working with ASRL because, while the expertise and services offered by the ASRL are not free, fees for services are low in part because of our mission to provide training and research experience to both undergraduate and graduate students at ETSU.

***Please visit www.etsu.edu/asrl for a full list of services and descriptions.**

COMING THIS YEAR

FREE CONSULTATIONS: Every month, ASRL will offer a **free 30-minute consultation** with an ASRL faculty member, staff member, or graduate student (as appropriate). Consultations are on a first-come, first-serve basis and are limited to one consultation per research project/topic. Consultations regarding any of our services and areas of expertise are welcome. Any services provided outside of the 30-minute consultation will be fee-for-service. Prices will be determined by your research needs, and a contract/MOU will be issued for services.

Please go to www.etsu.edu/asrl_consultations to sign up. You will be asked to upload any relevant documents to your research questions. This will allow the ASRL team to review them prior to the meeting.

BROWN BAG RESEARCH TRAININGS: Beginning this fall, ASRL will offer courses and trainings on both quantitative and qualitative research topics, as well as Qualtrics software trainings. These courses will be taught by ASRL faculty and staff, and be free for all ETSU faculty, staff, and students as appropriate. These courses are ideal for new or seasoned researchers wanting to enhance their research skills and/or students that will be required to collect their own data for graduation requirements.

Courses:

***Location: Sherrod Library Room 118 @ 12:00 PM - 1:30 PM**

- Qualtrics (10/24/25): Basic Introduction
- Qualtrics (11/7/25): Blocks & Embedded Data
- Quantitative topics (2/6/26): Conducting A Survey & Sampling Methods
- Qualitative topics (3/6/26): Focus groups & Interviews
- Quant/Qual (3/27/26): Research Data Management (Excel Part 1)
- Quant/Qual (4/10/26): Research Data Management (Excel Part 2)

DEPARTMENTAL/TEAM TRAININGS: Beginning this fall, ASRL will offer one-time individualized trainings for ETSU departments and/or research teams. These trainings will be tailored to the requested topics and are taught by ASRL faculty and staff. These trainings would be ideal for groups wanting to enhance their skills regarding a specific area of research. Topics could include basic Qualtrics training, survey design, sampling methods, Qual/Quant analysis, survey BOts/Bogus Respondents, incentives, etc...

Please go to www.etsu.edu/asrl_trainings for more information and to register for trainings.

QUALITATIVE RESEARCH METHODS CERTIFICATE: The Graduate Certificate in Qualitative Research Methods is 100% online and intended for current graduate students, faculty, and other professionals. It provides training in the foundations of qualitative research design, data collection, analysis, interpretation, writing, and integrating the latest research technologies. The certificate takes an interdisciplinary approach and emphasizes rigorous empirical study design to answer research questions in the social sciences and health sciences. For more information, contact Dr. Trena Paulus at paulust@etsu.edu.

Please feel free to contact us with any questions regarding our services or trainings.

We look forward to working with you!



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ASRL Faculty & Staff:



Dr. Kelly N. Foster
Director

Dr. Foster has 20+ years experience as a survey research methodologist. She is primarily a quantitative researcher and has expertise in research methodology, including survey research, questionnaire design, health-related survey methodology, new technologies in research methodology, and statistical analysis.



Dr. Leslie McCallister
Senior Faculty Affiliate

Dr. McCallister has 15+ years of experience conducting community-based research projects. She often works with agencies to design and implement program evaluation strategies. Her areas of expertise include survey research, questionnaire design, focus groups, grant writing, and program evaluation.



Morgan Kidd, MA
Assistant Director

Mrs. Kidd has 10+ years experience in applied research and project management. She is trained and experienced in survey research methodology, questionnaire design, conducting focus groups, complex survey programming, and data analysis and visualizations. Mrs. Kidd is also Research Core Certified in Qualtrics survey software.



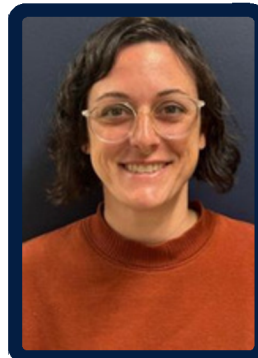
Dr. Trena M. Paulus
Faculty Affiliate

Dr. Paulus is the coordinator for the graduate certificate in qualitative research methods at ETSU and has over 20 years of experience as a research methodologist and instructional designer, in particular of online learning environments. Her areas of expertise include qualitative research design and implementation, qualitative data collection strategies, AI-assisted data analysis, data analysis software training, and qualitative social media analysis.



Dr. Candace Bright Hall-Wurst
Assistant Research Faculty

Dr. Hall-Wurst has 14+ years experience in conducting research. She is primarily a qualitative researcher and has both education and expertise in social network analysis, statistical analysis, program evaluation, focus groups, and grant writing.



Rebecca Strasser, MSW/MPH
Project Coordinator

M. Strasser holds a master's in social work and is a recent graduate of the master's in public health program in the epidemiology concentration from ETSU. She has experience with data visualizations and presentations, project management, qualitative and quantitative analysis, and scientific writing.

