Introduction to Data Collection Methods

Summer Institute in Survey Research Techniques
July 2018

Course Numbers and Class Dates
SURVMETH 988.225
July 12-13, 2018
9am – 4pm

Instructor
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Overview and Goals of Course
This 2-day workshop will introduce students to different methods of collecting data in the social sciences. Surveys are the most common form of collecting primary data in many disciplines, and this course will provide students with an overview of interview-administered (face-to-face and telephone) and self-administered (mail, web, mobile web, and SMS) survey data collection as well as the combination of multiple modes (mixed mode surveys). The course will in particular discuss the implication of survey design decisions on data quality. In addition, students will also receive an overview on alternative data sources (e.g., passive measurement, social media, administrative data) and how they can be used in combination with traditional survey data.

Course Materials
All course materials will be made available online on the class website at https://canvas.umich.edu/gateway/. Course materials on the website include lecture slides and recommended readings for downloading.

Evaluation
By default, this is a non-credit course. If students want to receive credit for participation in the course, they need to contact the instructor before the start of the course. Students who seek credit will receive a take-home assignment due one week after the end of the course.

Accommodations for Students with Disabilities
If you think you need an accommodation for a disability, please contact Services for Students with Disabilities (SSD) office to help us determine appropriate academic accommodations. SSD (734-763-3000; http://ssd.umich.edu) typically recommends accommodations through a Verified

Individualized Services and Accommodations (VISA) form. Any information you provide is private and confidential and will be treated as such.

Academic conduct

Clear definitions of the forms of academic misconduct, including cheating and plagiarism, as well as information about disciplinary sanctions for academic misconduct may be found at the Rackham web site for the University of Michigan http://www.rackham.umich.edu/policies/academic_and_professional_integrity/statement_on_academic_integrity

Knowledge of these rules is the responsibility of the student and ignorance of them does not excuse misconduct. The student is expected to be familiar with these guidelines before submitting any written work or taking any exams in this course. Lack of familiarity with these rules in no way constitutes an excuse for acts of misconduct. Charges of plagiarism and other forms of academic misconduct will be dealt with very seriously and may result in oral or written reprimands, a lower or failing grade on the assignment, a lower or failing grade for the course, suspension, and/or, in some cases, expulsion from the university.

Course Outline and Readings

Day 1: July 12, 2018

9am – 10:30am Introduction; Course overview; Review of errors in data collection

Recommended readings:
> Biemer, P.P., & Lyberg, L.E. (2003). The survey process and data quality. Chapter 2 in *Introduction to Survey Quality*, New York: Wiley, 26-62.

10:30 am – 12pm Methods of data collection; What is meant by mode?

Recommended readings:
> Biemer, P.P., & Lyberg, L.E. (2003). Data collection modes and associated errors. Chapter 6 in *Introduction to Survey Quality*, New York: Wiley, 188-214.
>
> Groves, R.M. et al. (2009). Methods of data collection. Chapter 5 in *Survey Methodology*, 2nd ed. New York: Wiley, 150-181.

12pm – 1pm Lunch break

1pm – 2:30pm Interviewer administered modes of data collection: Face-to-face and telephone

Recommended readings:

West, B.T., & Blom, A.G. (2017). Explaining interviewer effects: A research synthesis. *Journal of Survey Statistics and Methodology*, 5, 175-211.

Peytchev, A., Carley-Baxter, L.A., & Black, M.C. (2011). Multiple sources of nonobservation error in telephone surveys: Coverage and nonresponse. *Sociological Methods & Research*, 40, 138-168.

2:30pm – 4pm Self-administered modes of data collection: Mail and SMS

Recommended readings:
Dillman, D.A., & Parsons, N. (2008). Self-administered paper questionnaires. In W. Donsbach, & M.W. Traugott (eds.), *Handbook for Public Opinion Research*. London: Sage Publications, 262-270.

Schober, M.F., Conrad, F.G., Antoun, C., Ehlen, P., Fail, S., Hupp, A.L., Johnston, M., Vickers, L., Yan, H., & Zhang, C. (2015). Precision and disclosure in text and voice interviews on smartphones. *PLOS ONE*, 10(6): e0128337.

Day 2: July 13, 2018

9am – 12pm Web and mobile Web

Recommended readings:
Couper, M.P., Antoun, C., & Mavletova, A. (2017). Mobile web surveys. A total survey error perspective. In P.P. Biemer et al. (eds.), *Total Survey Error in Practice*. New York: Wiley, 133-154.

Keusch, F. (2015). Why do people participate in web surveys? Applying survey participation theory to Internet survey data collection. *Management Review Quarterly*, 65, 183-216.

Schonlau, M., & Couper, M.P. (2017). Options for conducting web surveys. *Statistical Science*, 32, 279-292.

12pm – 1pm Lunch break

1pm – 2:00pm Mixed mode studies

Recommended readings:
Dillman, D.A. (2017). The promise and challenge of pushing respondents to the web in mixed-mode surveys. *Survey Methodology*, 4, 3-30.

Hox J., de Leeuw, E., & Klausch, T. (2017). Mixed mode research: Issues in design and analysis. In P.P. Biemer, et al. (eds.), *Total Survey Error in Practice*. New York: Wiley,

511-530.

Kreuter, F., Presser, S., & Tourangeau, R. (2008). Social desirability bias in CATI, IVR, and web surveys: The effects of mode and question sensitivity. *Public Opinion Quarterly*, 72, 847-865.

2pm – 4pm New forms of data collection: Social media, sensors, and administrative data

Recommended readings:
Couper, M. (2013). Is the sky falling? New technology, changing media, and the future of surveys. *Survey Research Methods*, 7, 145-156.

Couper, M.P. (2017). New developments in survey data collection. In K.S. Cook and D.S. Massey (eds.), *Annual Review of Sociology*, 43, 121-145.

Schober, M.F., Pasek, J., Guggenheim, L., Lampe, C., & Conrad, F.G. (2016). Social media analyses for social measurement. *Public Opinion Quarterly*, 80, 180-211.