Introduction to Survey Research Methods
SurvMeth 988.208
Summer, 2018

Time: Monday and Tuesday 9 am – 4 pm (July 2 – July 3)

Location: TBD

Instructor: Emilia Peytcheva, Ph.D.
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Office Hours: By appointment

Overview:

This course covers the basic principles of survey design and methods and introduces the necessary components of a good quality survey. The course employs the Total Survey Error framework to discuss sampling frames and designs, modes of data collection and their effects on survey errors, the cognitive processes involved in answering survey questions and their impact on questionnaire design, pretesting methods and post-data collection processing. The goal of the course is to give an introduction to the skills and resources needed to design and conduct a survey.

Recommended Text


Course Website:
TBD

Copies of the instructor's powerpoint slides will be available on the course website before each class.

Course Schedule:

DAY 1

9-10 am: Introduction, Survey Error, Standardization, and Operationalizing Constructs

Groves et al., 2009 – Chapters 1 and 2
10am-12 pm: Measurement Error and Writing Survey Questions – Behavioral and Attitudinal Questions


12-1 pm: Lunch Break

1-2 pm: Pretesting Methods

Groves et al., 2009 – Chapter 8

2-4 pm: Measurement Error and Modes of Data Collection – Interviewer, Self, and Mixed-mode Data Collections

Groves et al., 2009 – Chapter 5


Biemer, P. and Lyberg, L. (2003), Data Collection Modes and Associated Errors, Chapter 6 in Introduction to Survey Quality, New York; Wiley

DAY 2

9-10 am: Coverage Error

Groves et al., 2009 – Chapter 3


10am-12pm: Sample Design and Sampling Error – Simple Random Sampling, Systematic Sampling, Stratification and Clustering

Groves et al., 2009 – Chapter 4


12-1 pm: Lunch Break

1-2 pm: Nonresponse Error

Groves et al., 2009 – Chapter 6

### 2-3 pm: Multiple Sources of Error


### 3-4 pm: Post Data Collection Processing

Groves et al., 2009 – Chapter 10
