SURVMETH 988.229: Introduction to Survey Research Techniques
Workshop Syllabus
Summer 2016
(Last updated: May 25, 2016)

Time: 1:00-4:00 PM, Monday-Friday, June 27 – July 1, 2016
Location: 6050 ISR-Thompson Building
Class website: https://umich.instructure.com/courses/80300
Instructors: Z. Tuba Suzer-Gurtekin, Room 4084, ISR-Thompson, tsuzer@umich.edu
Emilia Peytcheva, TBD, ISR-Thompson, emilia@umich.edu
Office hours: By appointment (please send an email message to set a time)

Overview of the Workshop
Surveys continue to play an important role in addressing many kinds of problems about many
kinds of populations stand-alone or as a part of an integrated information system. Surveys that
rely on grounded scientific principles guarantee the contribution of representative, valid and
reliable information in addressing a variety of problems. The scientific principles depend on
good understanding of theories and empirical research from disciplines such as psychology,
sociology, statistics, and computer science. In this course, a selected set of theories and empirical
research will be introduced as the foundation of survey research principles according to the Total
Survey Error (TSE) framework. In particular, the course will cover the TSE components such as
coverage, nonresponse, and measurement error sources and remedies. This course will introduce
the principles for the major stages of the survey process, including hypothesis and problem
formulation, study design, sampling, questionnaire design, interviewing techniques, pretesting,
modes of data collection, and data cleaning, management, and analysis. These technical aspects
of survey design and data analysis are handled by an integrated staff of specialists in large
surveys. Thus, the course will also discuss team and project management in the context of survey
research. The course will not provide training in a set of skills needed to conduct a survey from
beginning to end. More intensive training is required for survey skill development than can be
offered in a one-week course. A coursepack is available for this course.

Readings
Primary readings will be from the following volume, available at local bookstores:

online: http://mirlyn.lib.umich.edu/Record/006868217)

In several weeks, readings will also be drawn from the following short, paperback books which
are recommended for purchase:

Questionnaire. Newbury Park: Sage Publications. (available online:
http://mirlyn.lib.umich.edu/Record/012841736)


**Attendance**
Regular attendance is expected and required. If a student is unable to attend a class session, they are required to notify the lead instructor for the day via email at least 15 minutes before the start of the class session.
Workshop Schedule

The following are the expected dates of lecture topics:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Instructor</th>
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<tbody>
<tr>
<td><strong>Day 1: June 27</strong></td>
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<tr>
<td>1:00 pm- 2:00 pm</td>
<td>Introduction; Inference and Error in Surveys</td>
<td>Suzer-Gurtekin</td>
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<td>Introduction to survey methodology</td>
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<td>Steps of the process of a survey</td>
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<td>Key concepts and principles of survey quality</td>
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<td>2:10 pm- 3:00 pm</td>
<td>Coverage error</td>
<td>Suzer-Gurtekin</td>
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<td>Probability sampling</td>
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<td>Sampling frames</td>
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<td>3:10 pm- 4:00 pm</td>
<td>Sampling</td>
<td>Suzer-Gurtekin</td>
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<td>Simple random sampling</td>
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<td>Systematic sampling</td>
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<td>Stratification</td>
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<td>Cluster and multistage sampling</td>
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**Readings:**


**Day 2: June 28**

1:00 pm - 2:00 pm  **Sampling**  
Other probability designs  
Selection weights  
Computing sampling errors  
Examples of sample designs  

2:10 pm - 3:00 pm  **Mode of Data Collection**  
Face-to-face  
Telephone  
Self-administered  
Administrative records  

3:10 pm - 4:00 pm  **Computer Assisted Data Collection**  
Methods of computer assisted data collection  
Impact on survey errors  
Web surveys  

**Readings:**
Day 3: June 29

1:00 pm - 2:00 pm  **Questions and Answers in Surveys**  
Overview of response behavior  
Comprehension  
Memory search  
Estimation and judgment  
Delivery of response  

2:10 pm - 3:00 pm  **Questionnaire Development**  
Research findings on question wording, structure, and context  

3:10 pm - 4:00 pm  **Questionnaire Pretesting**  
Focus groups  
Cognitive interviews  
Expert review  
Pretests  
Pilot tests  

Readings:
Day 4: June 30
1:00 pm - 2:00 pm  Nonresponse  
Contacting sample units  
Gaining the cooperation of sample units  
Monitoring the progress of data collection  
Suzer-Gurtekin

2:10 pm - 3:00 pm  Interviewing  
Recruiting and hiring of interviewers  
Interviewer training  
Evaluation of interviewing performance  
Management of data collection effort  
Suzer-Gurtekin

3:10 pm - 4:00 pm  Principles and Practices of Research Ethics for Surveys  
Research ethics  
Informed consent  
Privacy and confidentiality  
Suzer-Gurtekin

Readings:

Day 5: July 1  
1:00 pm - 3:00 pm  Post-Survey Processing; Estimation  
Editing data  
Coding  
Imputation  
Construction of unit weights  
Variance estimation  
Analysis of survey data  
Suzer-Gurtekin

3:10 pm - 4:00 pm  Open Discussion