Data Collection Methods

Summer Institute in Survey Research Techniques
June/July 2015

Course Numbers and Class Time
University of Michigan: SURVMETH 623
University of Maryland: SURV 623
June 1 – July 22, 2014
Monday and Wednesday, 3:00 – 5:30 PM (UMi: G300 Perry; UMd: 1208 LeFrak Hall)

Instructors
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GSI & Grader
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Overview and Goals of Course
This course will present research conducted to increase our understanding of data collection decisions affect survey errors. This is not a “how-to-do-it” course on data collection, but instead reviews the literature on survey design decisions and data quality in order to sensitize students to alternative design decisions and their impact on the data obtained from surveys.

The course will review alternative modes and methods of data collection used in surveys. It concentrates on the impact modes of data collection have on the quality of survey data, including measurement error properties, levels of nonresponse and coverage error. Methods of data collection will focus on advances in computer assisted methodology and comparisons among various methods (e.g. telephone versus face to face, paper versus web versus computer-assisted interviews, interviewer administered versus self-administered). The statistical and social science literature on interviewer effects will also be examined, including literature related to the training and evaluation of interviewers. With respect to nonresponse, we will review the literature on the reduction of nonresponse and the impact of nonresponse on estimation.

Office Hours and Access to Instructors
This course will be taught using compressed video technology, allowing two-way interaction between College Park and Ann Arbor. The instructors are based in Ann Arbor, but may travel to
College Park for some classes. Office hours are available by appointment; students are encouraged to communicate by e-mail and telephone as needed.

Online Class Participation
For students who are not able to attend classes on the College Park or Ann Arbor campus, we do offer live class participation online through BlueJeans. To join the class online, go to https://bluejeans.com/508577552?g=mzvwk5ltmnudamkam5wwc2lmfzw63i and log in with a webcam. If you plan to attend a class via BlueJeans, please notify the instructor.

Readings
Required and recommended readings for each lecture are listed below. All readings will be available online for downloading and printing by students on the class website at https://ctools.umich.edu

Evaluation
Grading will be based on:

- Participation in class discussion and submission of questions via e-mail demonstrating understanding of the required readings (10% of grade).
- Four short exercises (3-5 pages each) reviewing specific aspects of the material covered (60% of grade). Exercise 2 will be worth twice as much as the remaining exercises in the assignment total.
- A final in-class exam (30% of grade)

Dates of when exercises will be handed out and when they are due are indicated in the syllabus. Late assignments will not be accepted without prior arrangement with the instructors. Assignments should be submitted as a MS Word document on CTools in the ‘Assignments’ tool on the due date before class starts.

Accommodations for Students with Disabilities
University of Michigan
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.

University of Maryland
In order to receive services you must contact the Disability Support Services (DSS) office to register in person for services. Please call the office to set up an appointment to register with a DSS counselor. Contact the DSS office at 301.314.7682; http://www.counseling.umd.edu/DSS/.
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
and the University of Maryland Graduate School web site
http://www.graduate.umaryland.edu/policies/misconduct.html

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

June 1: Overview of course; Introduction to errors in surveys; Methods of data collection (Conrad)

Readings:


Module A: Modes of Data Collection

June 3: Classic modes of data collection: Phone, Face-to-Face, Mail (Conrad)

Readings:


June 8: Computer assisted data collection: Computer assisted interviewing (Keusch)

Readings:


Recommended:


June 10: Computer assisted data collection: Web and mobile (Keusch)

- Assignment 1 handed out (due on June 17 before start of class)

Readings:


Recommended:

June 15: Web and mobile (continued); Other data collection modes (Keusch)

Readings:

Recommended:

**June 17: Mixed mode studies; Mode comparison (Keusch)**

- Assignment 1 due
- Assignment 2 handed out (due on June 24 before start of class)

**Readings:**


**Recommended:**


**Module B: Nonresponse error**

**June 22: Nonresponse error; response rates (Keusch)**

**Readings:**


**Recommended:**


June 24: Nonresponse error; Nonresponse reduction (Keusch)

- Assignment 2 due
- Assignment 3 handed out (due July 1 before start of class)

Readings:


Recommended:


Module C: Interviewers

June 29: The role of the interviewer in survey data collection; Respondent selection (Conrad)

Readings:


July 1: Interviewer effects (Conrad)

- Assignment 3 due
Readings:


Recommended:


July 6: **Interviewing style; interviewer training and evaluation (Conrad-Video)**

Videos to be watched before July 6, 4:30pm; meeting via BlueJeans from 4:30pm – 5:30pm

- Assignment 4 handed out (due July 12 before start of class)

Readings:


Recommended:


**Module D: Variations on a theme**

July 8: **Longitudinal surveys; Establishment surveys (Keusch-Video)**

Videos to be watched before July 8, 4:30pm; meeting via BlueJeans from 4:30pm – 5:30pm
Readings:


Recommended:


July 13: New modes and new data (Guest lecturer: Chris Antoun-Video); Biomarker data collection (Guest lecturer: Colter Mitchell-Video)
Videos to be watched before July 13, 4:30pm; meeting via BlueJeans from 4:30pm – 5:30pm

- Assignment 4 due

Readings:


Recommended:


July 15: No class/Study day

July 20: Review session

July 22: Final Exam