Introduction to Survey Research Techniques
SurvMeth 988.208
Summer, 2016

Time:  Monday, Wednesday and Friday 5:30-8 pm (June 6 – July 15)

Location:  TBD

Instructors:  Emilia Peytcheva, Ph.D.
Research Survey Methodologist
RTI International
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Office Hours:  By appointment

Overview:

This course covers the basic principles of survey design based on methodological research 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.

The expectation is that assigned readings are completed prior to attending the class for which the materials are assigned.

Evaluation:

Grading for the course will be based on two exercises (each will contribute to 30% of your grade), class participation (10% of your grade), and a group project (30% of your grade). The exercises will focus on solving practical problems related to sampling and questionnaire design. During the first week, we will divide the class into groups of two or three, according to research interests. You will work together on a survey research project that addresses a specific problem. You will write a 10 page paper that explains your research problem, lists the research questions you want to answer, outlines your sample design, describes your survey (you will have to develop the survey questions), and outlines your implementation plan. Data will NOT be collected. You will present your project on the last day of classes and a portion of your group project grade will be awarded based on your presentation.

Required Text

**Course Website:**
TBD

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

**Course Schedule:**

**June 6: Introduction, Survey Error, Standardization, and Operationalizing Constructs**

Groves et al. 2009 – Chapters 1 and 2


**June 8: Coverage Error**

Groves et al. 2009 – Chapter 3


**June 10: Sample Design and Sampling Error – Part I**

Groves et al. 2009 – Chapter 4

**June 13: Sample Design and Sampling Error – Part II**

**June 15: Modes of Data Collection and Mixed Mode Designs**

Groves et al. 2009 – Chapter 5

**June 17: Response Rates and Nonresponse Error**

Groves et al. 2009 – Chapter 6

**June 20:** Exercise 1 (In-class)

**June 22:** Measurement Error and Writing Survey Questions – Part I

Groves et al. 2009 – Chapter 7


**June 24:** Writing Survey Questions – Part II


**June 27:** Writing Survey Questions – Part III


**June 29:** Cross-cultural Surveys – Exercise 2 posted on the website


**July 1:** Survey Interviewing and Measurement Error

Groves et al. 2009 – Chapter 9


July 4: NO CLASS

July 6: Question Evaluation and Pretesting – Exercise 2 due

Groves et al. 2009 – Chapter 8


July 8: Designing Questionnaires


July 11: Post Data Collection Processing

Groves et al. 2009 – Chapter 10


July 13: Multiple Sources of Error; Principles and Practices of Ethical Research

Groves et al. 2009 – Chapter 11


**July 15: Class presentations**