

**Introduction to Survey Methodology**  
**SurvMeth 988.008**  
**Summer, 2021**

**Time:** Monday-Friday 9 am – 12 pm (June 14 – June 18, 2021)

**Location:** Zoom

<b>Instructors:</b> Emilia Peytcheva, Ph.D. RTI International emilia@umich.edu	Andy Peytchev, Ph.D. RTI International andrey@umich.edu
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**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:**

Groves, R. M., Fowler, F. J. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2009). *Survey methodology (2<sup>nd</sup> edition)*. Hoboken, NJ: Wiley & Sons.

**Course Website:**

[TBD](#)

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

## Course Schedule:

**Monday, June 14**

**Instructor: Peytcheva**

**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**

Tourangeau, R., Rips, L.J., and Rasinski, K. (2000), *The Psychology of Survey Response*, Cambridge: Cambridge University Press. Chapters 3-7, pages 62 – 254

**Tuesday, June 15**

**Instructor: Peytcheva**

**9-10 am: Pretesting Methods**

Groves et al., 2009 – Chapter 8

**10 am-12 pm: Measurement Error and Modes of Data Collection – Interviewer, Self, and Mixed-mode Data Collections**

Groves et al., 2009 – Chapter 5

Dillman, D. (2000). *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley and Sons. Chapter 3: pages 79 – 140.

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

**Wednesday, June 16**

**Instructor: Peytcheva**

**9-10 am: Coverage Error**

Groves et al., 2009 – Chapter 3

Martin, E. 1999. Who knows who lives here: Within-household disagreements as a source of survey coverage error. *Public Opinion Quarterly* 63:220–36

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

Groves et al., 2009 – Chapter 4

Kalton, G. (1983). *An Introduction to Survey Sampling*. Beverly Hills: Sage, Chapters 1-5.

**Thursday, June 17**

**Instructor: Peytchev**

**9-10 am: Nonresponse Error**

Groves et al., 2009 – Chapter 6

Groves, R. M., and Couper, M. P. (1998). *Nonresponse in household surveys*. New York: John Wiley, Chapters 1 and 2

**10 am-12 pm: Multiple Sources of Error**

Groves, Robert M. and Lou J. Magilavy. (1984) "An Experimental Measurement of Total Survey Error," *Proceedings of the Survey Research Methods Section of the American Statistical Association*, 1984.

Peytchev, A., Carley-Baxter, L A., Black, M C. (2011). “Multiple Sources of Nonobservation Error in Telephone Surveys: Coverage and Nonresponse.” *Sociological Methods & Research*.

**Friday, June 18**

**Instructor: Peytchev**

**9 am-10 am: Adaptive and Responsive Survey Designs**

Groves, R. M., & Heeringa, S. (2006). Responsive design for household surveys: tools for actively controlling survey errors and costs. *Journal of the Royal Statistical Society Series A: Statistics in Society*, 169(Part 3), 439-457.

**10 am-12 pm: Weighting and Post Data Collection Processing**

Groves et al., 2009 – Chapter 10

Kalton, Graham, and Flores-Cervantes, Ismael (2003). “Weighting Methods.”  
*Journal of Official Statistics*, 19:2, 81-97.