

Introduction to Survey Research Methods
SurvMeth 988.008
Summer, 2020

Time: Monday and Tuesday 9 am – 4 pm (July 6 – July 7)

Location: Zoom

Instructor: Emilia Peytcheva, Ph.D.
RTI International
emilia@umich.edu

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 (2nd edition)*. Hoboken, NJ: Wiley & Sons.

Course Website:

<https://umich.instructure.com/courses/361120>

Copies of the instructor's powerpoint slides and reading materials 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

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

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

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

DAY 2

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.

12-1 pm: Lunch Break

1-2 pm: 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

2-3 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*.

3-4 pm: Post Data Collection Processing

Groves et al., 2009 – Chapter 10

Granquist, L, and Kovar, J. (1997). "Editing of Survey Data: How Much is Enough." In Lyberg, L., Biemer, P., Collins, M., de Leeuw, E., Dippo, C., Schwarz, N., and Trewin, D. (eds.), *Survey Measurement and Process Quality* (pp. 415-436). New York: Wiley.

Valliant R. (2004), The Effect of Multiple Weighting Steps on Variance Estimation, *Journal of Official Statistics*, Vol. 20, No. 1, 1-18