Introduction to Survey Methodology
SurvMeth 988.008
Summer, 2022

Time: Monday-Friday 9 am – 12 pm (June 13 – June 17, 2022)

Location: Zoom

Instructors: Emilia Peytcheva, Ph.D. Andy Peytchev, Ph.D.
RTI International RTI International
emilia@umich.edu andrey@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:

Course Website:
https://umich.instructure.com/courses/524998

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

Zoom Information:
https://umich.zoom.us/j/8164546797 (Links to an external site.)
Meeting ID: 816 454 6797
Passcode: 868655
Course Schedule:

Monday, June 13
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


Tuesday, June 14
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


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

Wednesday, June 15
Instructor: Peytcheva

9-10 am: Coverage Error

Groves et al., 2009 – Chapter 3

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

Groves et al., 2009 – Chapter 4


Thursday, June 16
Instructor: Peytchev

9-10 am: Nonresponse Error
Groves et al., 2009 – Chapter 6


10 am-12 pm: Multiple Sources of Error


Friday, June 17
Instructor: Peytchev

9 am-10 am: Adaptive and Responsive Survey Designs


10 am-12 pm: Weighting and Post Data Collection Processing
Groves et al., 2009 – Chapter 10