

**SURV 640: SURVEY PRACTICUM
SPRING 2012**

Thursday 2:45 – 4:45
1218 LeFrak Hall

Survey Practicum I

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COURSE OVERVIEW

This is the first semester of a two-semester course in which students learn about how surveys are done by carrying out a survey research project. Through lectures, readings and hands-on experience, students are exposed to all phases in the conduct of a survey. The first semester is focused on survey design, sampling, questionnaire development and testing, and data collection; the second semester is focused on data preparation, estimation and analysis.

This year's practicum will investigate the relationship between respondent burden and data quality. The Bureau of Labor Statistics is sponsoring research on the effects of burden related to the Quarterly Consumer Expenditure Interview Survey (CEQ). This is a longitudinal household survey that collects data on all expenditures by household members for a 3 month reference period. The BLS is interested in examining how the length of the interview affects the quality of information that is collected. A secondary objective is to assess the performance of the CEQ as a telephone interview. It is currently designed as an in-person interview.

ASSIGNMENTS

The timeline for development of the survey questionnaire is unforgiving and assignment due dates generally cannot be extended. There are five written assignments to be completed during the course of the semester. Students also are expected to participate actively in classroom discussion and other activities.

Assignment 1:	Moderator guides (team project) :	February 16
Assignment 2:	Initial questionnaire drafts (group project):	March 12
Assignment 3:	Cognitive interviewing reports:	March 29
Assignment 4:	2 nd Round of questionnaire drafts (group project):	April 19
Assignment 5:	Pretest Report:	May 10

TEXTS

Students are encouraged to purchase the following texts:

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken, NJ: John Wiley and Sons.

Converse, J. M., and Presser, S. (1986). *Survey Questions: Handcrafting the Standardized Questionnaire*. Thousand Oaks, California: Sage Publications.

Fowler, F., and Mangione, T. (1990). *Standardized Survey Interviewing: Minimizing Interviewer Related Error*. Newbury Park, CA: Sage Publications.

Links to as many as possible of the other course readings are provided as part of the on-line version of the course syllabus. Paper copies of the remaining course readings will be available in the JPSM library.

CLASS SCHEDULE

This schedule is intended as a guide. Dates may be subject to change.

January 26: Overview & Meet the Client

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.

Chapter 1, An Introduction to Survey Methodology

Chapter 2, Inference and Error in Surveys

February 2: The Survey Topic: Respondent Burden and Mode Effects

Burden

Backor, K., Golde, S., and Nie, N. (2007). "Estimating Survey Fatigue in Time Use Study," Paper presented at the 2007 International Association for Time Use Research Conference, Washington, DC.

http://www.stanford.edu/~sgolde/Papers/Survey_Fatigue.pdf

Bradburn, N. (1978). "Respondent Burden," *Proceedings of the Section on Survey Research Methods*. American Statistical Association: 35-40.

Creech, B., Davis, J., Fricker, S., Gonzalez, J., Tan, L., and To, N. (2011). "Measurement Issues Study Report," U.S. Bureau of Labor Statistics, Division of Consumer Expenditure Survey, Internal Report.

Roberts, C., Eva, G., Allum, N., and Lynn, P. (2010). "Data Quality in Telephone Surveys and the Effect of Questionnaire Length: A Cross-National Experiment," ISER Working Paper Series 2010-36, Institute for Social and Economic Research.

Sharp, L., and Frankel, J. (1983) "Respondent Burden: A Test of Some Common Assumptions," *Public Opinion Quarterly*, 47, 36-53.

Mode of Interview

de Leeuw, E. (2005). "To mix or not to mix? Data collection modes in surveys," *Journal of Official Statistics*, 21, 1-23.

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 5, Methods of Data Collection

Martin, E. (2007). *Guidelines for designing questionnaires for administration in different modes*. Suitland, MD: US Census Bureau. <http://www.census.gov/srd/mode-guidelines.pdf>
Chapter 2
Chapters 3 (optional)

February 9: Introduction to Questionnaire Design and Focus Groups

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 8, Evaluating Survey Questions

Krueger, R., and Casey, M. (2000). *Focus Groups: A Practical Guide for Research*. Sage: 2000.

Bischoping, K., and Dykema, J. (1999). "Toward a Social Psychological Program for Improve Focus Group Methods of Developing Questionnaires," *Journal of Official Statistics*, 15, 495-516.

February 16: Questionnaire Design

Assignment 1 Due: Moderator Guides

Converse, J. M., and Presser, S. (1986). *Survey Questions: Handcrafting the Standardized Questionnaire*, Thousand Oaks, California: Sage Publications.
Chapter 1, Strategies of Experience and Research
Chapter 2, The Experimental Evidence

Schaeffer, N., and Presser, S. (2003). "The Science of Asking Questions," *Annual Review of Sociology*, 29, 65-88.

Groves, R., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 7, Question and Answers in Surveys

February 23: Meet at Focus Group Facility

March 1: Meet in Groups to Draft Questionnaire

March 8: Questionnaire Testing

Presser, S., Couper, M., Lessler, J., Martin, E., Martin, J., Rothgeb, J., and Singer, E. (2004). "Methods for Testing and Evaluating Survey Questionnaires," *Public Opinion Quarterly*, 68, 109-130.

Presser S., et al. (2004). *Methods for Testing and Evaluating Survey Questionnaires*, Hoboken: John Wiley and Sons. (optional)

March 12: Assignment 2 Due: Questionnaire Drafts

March 15: Cognitive Interviewing

Willis, G. (2004). *Cognitive Interviewing*. Sage.
Chapters 4, 5, 6, 10, 11

March 22: Spring Break

March 29: Debriefing about Cognitive Interviewing
Assignment 3 Due: Cognitive Interviewing Report

April 5: Interviewing

Fowler, F., and Mangione, T. (1990). *Standardized Survey Interviewing: Minimizing Interviewer Related Error*. Newbury Park, CA: Sage Publications.
Chapters 1,3,5,7,8

Schaeffer, N. (1991). "Conversation with a Purpose or Conversation? Interaction in the Standardized Interview," in P. Biemer et al. (Eds.), *Measurement Errors in Surveys*.

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 9, Survey Interviewing

April 12: Meet at Phone Facility

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 6, Nonresponse in Sample Surveys

April 19: Debrief
Assignment #4 due (2nd Draft of Questionnaire)

April 26: Sampling

Groves, R. M., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 3, Target Populations, Sampling Frames and Coverage Error
Chapter 4, Sample Design and Sampling Error

Tucker, C., Lepkowski, J., and Piekarski, L. (2002). "The Current Efficiency of List-Assisted Telephone Sampling Designs," *Public Opinion Quarterly*, 66, 321-338.

May 3: Analyzing Pretest Data

May 10: Review pretest data
Assignment #5 due (Pretest Report)