

**SURV 640: SURVEY PRACTICUM
SPRING 2010**

Tuesday 10:00-12:00
1218 LeFrak Hall

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Course website:

www.jpsm.org/surv640

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 measure public attitudes and willingness to replace (or at least supplement) federal survey reports with administrative record data. This will be a national RDD survey and replicates an earlier JPSM Practicum. One of the key issues is how attitudes toward the use of administrative records data might have changed over the years.

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 30

Assignment 4: 2nd Round of questionnaire drafts (group project) – April 20

Assignment 5: Pretest Report – May 11

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., 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: Attitudes Toward the Use of Administrative Records

Singer, E., Van Hoewyk, J., and Neugebauer, R.J. (2003). "Attitudes and Behavior: The Impact of Privacy and Confidentiality Concerns on Participation in the 2000 Census." *Public Opinion Quarterly*, 67, 368-384.

Singer, E. (2001). "Perceptions of Confidentiality and Attitudes toward Data Sharing by Federal Agencies." Pat Doyle et al., eds., *Confidentiality, Disclosure, and Data Access: Theory and Practical Applications for Statistical Agencies*. Amsterdam, NE, Elsevier, 2001.

February 9: Introduction to Questionnaire Design and Focus Groups

Groves, R., 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.

Bischooping, K., and Dykema, J. (1999). "Toward a Social Psychological Program to 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

Sudman, S., and Bradburn, N. M. (1982). *Asking Questions: A Practical Guide to Questionnaire Design*, San Francisco: Jossey-Bass Inc. (optional)

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 2: Meet in Groups to Draft Questionnaire

March 9: Questionnaire Testing & Possible Visit from Data Collection Firm

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 16: SPRING BREAK

March 23: Cognitive Interviewing

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

Willis, G. (1999). *Cognitive Interviewing: A "How To" Guide*, manual developed for short course on Reducing Survey Error through Research on the Cognitive and Decision Processes in Surveys, American Statistical Association meetings. [available online at <http://appliedresearch.cancer.gov/areas/cognitive/interview.pdf>]

March 30: Debriefing about Cognitive Interviewing
Assignment 3 Due: Cognitive Interviewing Report

April 6: 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., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 9, Survey Interviewing

April 13: Meet at Phone Facility?

Groves, R., et al. (2009). *Survey Methodology*. Second Edition. Hoboken: John Wiley and Sons.
Chapter 5, Methods of Data Collection
Chapter 6, Nonresponse in Sample Surveys

April 20: Debrief
Assignment #4 due (2nd Draft of Questionnaire)

April 27: Sampling

Groves, R., 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 4: Analyzing Pretest Data

May 11: Review pretest data
[Assignment #5 due \(Pretest Report\)](#)