Survey Methodology 640

Survey Practicum I

This is the first half of a two-semester course on how survey research is done. The objective is to introduce you to the various phases of conducting a sample survey through lectures, readings, and participation in an actual research project. This semester is focused on survey design, questionnaire development and testing, sampling, and data collection; next semester focuses on data processing, estimation, and analysis.

All group assignments are to be duplicated for distribution to all class members.

Because of the nature of the survey project no incompletes or time extensions will be given on the assignments. The demands of a real world survey also mean that one or more of the assignment dates could change during the course of the semester.

The March 6 class will meet at a focus group facility. There will be no class on April 24; instead we will meet that weekend at a telephone facility. Both of these classes will substantially exceed the usual class time.

The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all students. As a student you are responsible for upholding these standards for this course. It is important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on academic integrity please visit osc.umd.edu/OSC/AcademicDishonesty.aspx.
1/23  OVERVIEW


1/30  COVERAGE AND NONRESPONSE


2/6  THE SURVEY TOPIC: Increasing Response to an Internet Survey


2/13  THE QUESTION AND ANSWER PROCESS


2/20  FOCUS GROUPS


2/27  QUESTIONNAIRE CONSTRUCTION


3/6 MEET AT FOCUS GROUP FACILITY

3/13 MEET IN GROUPS TO DRAFT QUESTIONNAIRE

3/20 SPRING BREAK

3/27 QUESTIONNAIRE TESTING


4/3 COGNITIVE INTERVIEWING


4/10 DEBRIEFING

4/17 INTERVIEWING


Survey Research Center, Interviewer’s Manual.


4/24 No Class -- MEET AT PHONE FACILITY 4/27 or 4/28?

5/1 DEBRIEFING

5/8 ANALYSIS