

12P010

3 ECTS

Survey Methods

Overview and Objectives

The goal of this course is to provide a broad overview of the various aspects of survey research methodology including sampling, instrument design, field testing, survey operations, and adjustment for nonresponse, item nonresponse, imputation methods, and issues arising in the statistical analysis of complex surveys. The emphasis will be on large research-oriented individual and household surveys.

Course Outline

I. Survey design

1. Populations and sampling frames
2. Basic sampling concepts, oversampling
3. Sampling error
4. Surveys over time: repeated cross-sections, refreshment samples, panels, rotation

II. Questionnaire, survey questions, and data collection

1. Types of questions
2. Question wording
3. Methods of data collection
4. CAPI programming and field monitoring
5. Interviewer training

III. Handling nonresponse: weighting and imputation

1. Types of non-response and calculation of response rates
2. Using statistical models to investigate determinants of nonresponse
3. Methods for reducing non-response
4. Weighting methods to deal with unit non-response
5. Imputation methods to deal with item-nonresponse

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IV. Inference from complex surveys

1. Analytical and resampling methods
2. Using sample weights in regression analysis
3. Clustering
4. Endogenous sampling
5. Variance estimation in complex surveys

V. Understanding and reporting descriptive statistics

1. Cross-sectional statistics
2. Longitudinal statistics
3. Policy on data availability
4. Examples of research applications

Evaluation

Evaluation will be based on student presentations (25%) and a final exam (75%).

Materials

Groves, R. M., F. J. Fowler, M. P. Couper, J. M. Lepkowski, E. Singer, and R. Tourangeau (2009): *Survey Methodology*, John Wiley and Sons.

Deaton, A. (1997): *The Analysis of Household Surveys: A Microeconomic Approach to Development Policy*, Johns Hopkins Press.

Cameron, C. and P. Trivedi (2005): *Microeconometrics*, Cambridge University Press, Chapters 24 and 27.

Department of Economics and Social Affairs (2008): *Designing Household Survey Samples: Practical Guidelines*, Studies in Methods, United Nations, New York.