

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 non-response, such as imputation methods. 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

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 non-response: weighting and imputation

1. Types of non-response and calculation of response rates
2. Using statistical models to investigate determinants of non-response
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. Survey design and econometric issues

1. Stratification
2. Using sample weights in regression analysis
3. Clustering and bootstrap methods
4. Understanding and reporting descriptive statistics

Evaluation

Evaluation will be based on homeworks (10%), student presentations (20%) and a final exam (70%).

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.