SOCI 760 / IDS 690-01
DATA COLLECTION METHODS IN SURVEY RESEARCH
FALL 2017

UNC/Odum Institute and Duke/SSRI
Davis Library 219 / Gross Hall 230E
Tuesdays 2:00 – 4:45 PM

Instructor:

Doug Currivan
RTI, UNC, and Duke
Office: (919) 316-3334
Cell: (919) 880-5186
Email: dcurrivan@rti.org

Overview and Goals of Course:

This course will present research which attempts to understand the effect of data collection decisions on major types of survey errors. This is not a "how –to-do-it" course on data collection, but instead examines the effects of key survey design decisions on the quality of the data collected. This course is designed to sensitize students to alternative design decisions and their impact on the data obtained from surveys.

The course will review alternative modes and methods of data collection used in surveys. The materials concentrate on the impact modes of data collection have on the quality of survey data, especially coverage error, nonresponse error, and measurement error. Methods of data collection will focus on advances in computer assisted methodology and comparisons among various methods (e.g. telephone versus face to face, paper versus computer assisted, interviewer administered versus self-administered). The statistical and social science literature on interviewer effects will also be examined, including literature related to the training and evaluation of interviewers. With respect to nonresponse, we will review current literature on the reduction of nonresponse and the impact of nonresponse on survey estimates.

Class Format, Instructor Access, and Course Materials:

This course will be taught via a traditional interactive presentation and discussion format in classrooms at the Odum Institute at the University of North Carolina, Chapel Hill and the Social Science Research Institute at Duke University. The instructor's office is based Research Triangle Park, NC. Office hours are available by appointment and students are encouraged to communicate by e-mail and phone as needed. All presentation slides, student assignments, and course reserves will be posted to the course website on https://sakai.unc.edu/portal: **SOCI760.001.FA17.**

Evaluation:

Grading will be based on …

- Participation in class discussion that demonstrates regularly completing the assigned readings (10% of grade). The participation portion of the grade will mostly be evaluated by the questions student submit prior to class each week. Questions can address any issues covered through the prior week's class and must be submitted to the instructor via e-mail by 3:00 pm each Monday prior to class sessions. The instructor will select a few questions each week to discuss during the first few minutes of each class and answers others during the class.
- Three assignments (about 3-4-pages each) that will sequentially develop a proposal for a survey data collection project (20% for each assignment, total of 60% of grade)
- A final proposal for a survey data collection project that incorporates instructor feedback on the three assignments and addresses all relevant sources of survey error discussed in the class (30% of grade).

The schedule below indicates dates when the assignments will be available to students and when they will need to be completed and submitted. Assignments should be submitted to the instructor via e-mail; the instructor will confirm receipt via e-mail. Late assignments will not be accepted without prior arrangement with the instructor.

Text and Readings:

The only text for this course is:

Groves, R.M., F.J. Fowler, M.P. Couper, J.M. Lepkowski, E. Singer, and R. Tourangeau. (2009). *Survey Methodology*. Hoboken, NJ: John Wiley and Sons. [ISBN 978-0-470-46546-2 (paper)]

Multiple chapters from this book will be assigned as weekly readings. These chapters are marked with an asterisk (*) in the course schedule below and will <u>not</u> be included with the reserved readings made available to the class. Copies of all other additional readings can be accessed through the course website.

Course Schedule, Topics, and Readings:

Week 1 – August 29
Topics:
Overview; Goals, concepts, and challenges
Readings:
(1) Chapter 2 in Groves, *et al*. (2009). *Survey Methodology*. Hoboken, NJ: Wiley.*
(2) Biemer, P. (2010). Total survey error: Design, implementation, and evaluation. *Public Opinion Quarterly (special issue) 74*: 817-848.
Instructor Site: UNC

Week 2 – September 5
Topic:
Key dimensions of survey modes
Readings:
(1) Chapter 5 in Groves, *et al*. (2009). *Survey Methodology*. Hoboken, NJ: Wiley.*
(2) Tucker, C. and Lepkowski, J. (2008). Telephone survey methods: Adapting to change." Chapter 1 in J. Lepkowski, C. Tucker, J. Brick, E. de Leeuw, L. Japec, P. Lavrakas, M. Link, and R. Sangster (eds.), *Advances in Telephone Survey Methodology*. Hoboken, NJ: Wiley.
Instructor Site: Duke

Week 3 – September 12
Topics:
Comparing modes, mixing modes, and responsive design
Readings:
(1) deLeeuw, E. (2005). To mix of not mix data collection modes in surveys. *Journal of Official Statistics 21*: 233-255.
(2) Olson, K., Smyth, J., and Wood, H. (2012). Does giving people their preferred survey mode actually increase survey participation rates? An experimental examination. *Public Opinion Quarterly 76*: 611-635.
Instructor Site: UNC

Week 4 – September 19 ***(Assignment 1 posted)***
Topic:
Survey modes and survey errors, case study
Readings:
(1) Link, M. and Mokdad, A. (2006). Can web and mail survey modes improve participation in an RDD-based national health surveillance*? Journal of Official Statistics 22*: 293–312.
(2) Voogt, R. and Saris, W. (2005). Mixed mode designs: Finding the balance between nonresponse bias and mode effects. *Journal of Official Statistics 21*: 367–387.
Instructor Site: UNC

Week 5 – September 26
Topic:
Computer-assisted survey methods, self-interviewing
Readings:
(1) Couper, M. (2008). Technology and the survey interview/questionnaire. Chapter 3 in F. Conrad and M. Schober (eds.), *Envisioning the Survey Interview of the Future*. New York: Wiley.
(2) Lind, L., Schober, M., Conrad, F., and Reichert, H. (2013). Why do survey respondents disclose more when computers ask the questions? *Public Opinion Quarterly 77*: 888-935.
Instructor Site: Duke

Week 6 – October 3 ***(Assignment 1 due)***
Topic:
Web surveys, future of survey technologies
Readings:
(1) Smyth, J. and Pearson, J. (2011). Internet survey Methods: A review of strengths, weaknesses, and innovations." Pp. 11-44 (Chapter 2) in M. Das., P. Ester, and L. Kaczmirek, *Social and Behavioral Research and the Internet: Advances in Applied Methods and Research Strategies*. New York: Routledge.
(2) Galesic, M. and Bosnjak, M. (2009). Effects of questionnaire length on participation and indicators of response quality in a web survey. *Public Opinion Quarterly 73*: 349–360.
Instructor Site: UNC

Week 7 – October 10 ***(Assignment 2 posted)***
NO CLASS MEETING – Duke fall break

Week 8 – October 17
Topics:
Respondent selection procedures, proxy reporters
Readings:
(1) Gaziano, C. (2005). Comparative analysis of within-household respondent selection techniques. *Public Opinion Quarterly 69*: 124-157.
(2) Thomsen, I. and Villand, O. (2011). Using register data to evaluate the effects of proxy interviews in the Norwegian Labour Force Survey. *Journal of Official Statistics 27*: 87-98.
Instructor Site: Duke

Week 9 – October 24 ***(Assignment 2 due)***
Topics:
Interviewer effects, interviewer training
Readings:
(1) Chapter 9 in Groves, *et al.* (2009). *Survey Methodology*. Hoboken, NJ: Wiley.*
(2) West, B. and Blom, A. (2017). Explaining interviewer effects: A research synthesis. *Journal of Survey Statistics and Methodology 5*: 175–211.
Instructor Site: UNC

Week 10 – October 31 ***(Assignment 3 posted)***

Topics:

Interviewer quality control, interviewing techniques

Readings:

(1) Li, J., Brick. M., Tran, B., and Singer, P. (2011) Using statistical models for sample design of a reinterview program. *Journal of Official Statistics 27*: 433-450.

(2) Conrad, F., and Schober, M. (2000). Clarifying question meaning in a household telephone survey." *Public Opinion Quarterly 64*: 1-28.

Instructor Site: UNC

Week 11 – November 7

Topics:

Nonresponse definition, trends and consequences

Readings:

(1) Chapter 6 in Groves, *et al*. (2009). *Survey Methodology*. Hoboken, NJ: Wiley.*

(2) Groves, R. (2006). Nonresponse rates and nonresponse bias in household surveys." *Public Opinion Quarterly 70*: 646–675 (special issue).

Instructor Site: Duke

Week 12 – November 14 ***(Assignment 3 due)***

Topics:

Nonresponse theories, actions, and assessment

Readings:

(1) Peytchev, A., R.K. Baxter, and L.R. Carley-Baxter. (2009). Not all survey effort Is equal: Reduction of nonresponse bias and nonresponse error. *Public Opinion Quarterly 73*: 785–806.

(2) Johnson, T.P., Y.I. Cho, R.T. Campbell and A.L. Holbrook. (2006). Using community level correlates to evaluate nonresponse effects in a telephone survey. *Public Opinion Quarterly 70*: 704–719.

Instructor Site: UNC

Week 13 – November 21

Topic:

Longitudinal surveys

Readings:

(1) Lynn, P. (2013). Alternative sequential mixed-mode designs: Effects on attrition rates, attrition bias, and costs. *Journal of Survey Statistics and Methodology 1*: 183–205.

(2) Halpern-Manners, A., Warren, J., and Torche, F. (2014). Panel conditioning in a longitudinal survey of illicit behaviors. *Public Opinion Quarterly 78*: 565–590.

Instructor Site: Duke

Week 14 – November 28

Topic:

Surveys of organizations

Readings:

(1) Hedlin, D., Lindkvist, H., Bäckström, H., and Erikson, J. (2008). An experiment on perceived survey response burden among businesses. *Journal of Official Statistics 24*: 301-318.

(2) Earp, M., Mitchell, M., McCarthy, J. and Kreuter, F. (2014). Modeling nonresponse in establishment surveys: Using and ensemble tree model to create nonresponse propensity scores and detect potential bias in an agricultural survey. *Journal of Official Statistics 30*: 701-719.

Instructor Site: UNC

Week 15 – ***Final proposals due December 8***