

## **E10.2139 -- Survey Research Methods**

*The survey is the leading mechanism for collecting information on a wide array of topics in our data-driven world. This course is designed to introduce students to the fundamental aspects of the survey and ways for evaluating this form of data collection. Principal topics include: survey design; coverage, sampling, and non-response; modes of data collection; questionnaire construction and evaluation. Throughout this course, students will be given opportunities to engage in actual survey research activities.*

**Instructors:** Professors Sharon L. Weinberg, Fang Lai and Marc Scott

**Meeting Time:** Wednesdays, 3:30 to 6:00pm

**Location:** TBD

**Prerequisite:** One year of statistics (e.g., E10.2001/E10.2002) is strongly recommended

**Required Text:** R M Groves, F J Fowler, M P Couper, J M Lepkowski, E Singer, R Tourangeau.  
*Survey Methodology*. Wiley-Interscience, 2004. [GFCLST]

**Assessments:** *Graded Weekly Homework (20%)*

*Two Take-Home Projects, one at midterm and one at end-of-term (80%)*

### **Syllabus:**

January 17	Introduction; History of Survey Research; Examples of Current Surveys Readings: <i>What is a Survey</i> , pamphlet accessed from <a href="http://www.whatisasurvey.info/">http://www.whatisasurvey.info/</a> ; GFCLST – Preface and Chapter 1
January 24	Sources of Error that Impact Survey Quality Readings: GFCLST – Chapter 2
January 31	Achieving Target Population Coverage Readings: GFCLST – Chapter 3
February 7	Modes of Data Collection: An Overview Readings: GFCLST – Chapter 5
February 14	The Self-Administered Questionnaire: Soliciting Facts and Attitudes Readings: GFCLST – Chapter 7
February 21	Evaluating the Quality of Survey Questions Readings: GFCLST – Chapter 8
February 28	The Interview: Standardizing Interview Questions and Behavior Readings: GFCLST – Chapter 9
March 6	Methods of Sampling I: Approaches for Achieving Representativeness Readings: GFCLST – Chapter 4
March 13	No class (Spring Break)
March 20	Methods of Sampling II: Multistage Sampling Readings: GFCLST – Chapter 4
March 27	Non-response at the Unit Level: Improving Response Rates Readings: GFCLST – pp. 169 to 187 in Chapter 6
April 4	Non-response at the Item Level: Handling Missing Data Readings: GFCLST – pp. 187 to 196 in Chapter 6
April 11	Post-Collection Data Processing Continued: Coding, Editing, Applying Weights; Secondary Analysis of Complex Surveys

Readings: GFCLST – Chapter 10

April 18      Respecting Respondents' Rights; Miscellaneous Topics  
Readings: GFCLST – Chapter 11

April 25      Putting It All Together: Critiquing a Survey from a Total Survey Error Perspective  
*OR*  
Putting It All Together: Using Surveys in Practice – Perspectives from NYU's Director  
of Institutional Research

May 9          Final Project Due