

Week Topic

3 **Measurement error**
fcsM, Chapter 6: Measurement Error, Pp. 1- 33.

Cognitive processes in answering survey questions and methods for determining them

Czaja and Blair, Chapters 4 & 5: Pp. 51-92.

Tourangeau et al., Chaps 1-2: An Introduction and a Point of View, Respondents' Understanding of Survey Questions.

Hippler et al., (1987), Chap 6: "Response Effects in Surveys," Pp. 102-21.

Conrad and Schober, "Promoting uniform question understanding in today's and tomorrow's surveys," *Journal of Official Statistics*, 2005, 215-32.

Retrieval of autobiographical information, counting and estimation; Visual design

Tourangeau et al., Chap 3: The Role of Memory in Survey Responding.

4 Blair and Burton, "Cognitive Processes Used by Survey Respondents to Answer Behavioral Frequency Questions," *Journal of Consumer Research*, 1987: Pp. 280-88.

Bradburn, et al., "Answering Autobiographical Questions: The Impact of Memory and Inference on Surveys, in *Science*, 1987: Pp. 157-61.

Dillman et al., "Achieving usability in establishment surveys through the application of visual design principles," *JOS*, 2005, 183-214

Effects of question order and content

The next four come from Schwarz and Sudman, (eds.), *Context Effects in Social and Psychological Research*

Tourangeau et al., Chap. 7: Attitude Judgments and Context Effects.

Schwarz et al., "Assimilation and contrast effects in part-whole question sequences," *Public Opinion Quarterly*, 1991, Pp. 3-23.

5 Willits and Saltiel, "Question Order Effects on Subjective Measures of Quality of Life," *Rural Sociology*, 60(4),1995: 654-665

Todorov, "Context effects in national health surveys," *Public Opinion Quarterly*, 2000, Vol 64:65-76.

Moore, "Measuring New Types of Question-Order Effects: Additive and Subtractive," *Public Opinion Quarterly*, 2002, 66: 80-91.

Pretesting methodologies, e.g., focus groups and think-alouds to develop questionnaires

Czaja, "Questionnaire Pretesting Comes of Age," *Marketing Bulletin*, 1998: 52-66.

Czaja and Blair, Chapter 6: Pp. 103-24.

Converse and Presser, Pp. 51-75.

The next four come from Schwarz and Sudman, (eds.), *Answering Questions*

Fowler and Cannell, "Using Behavioral Coding to Identify Cognitive Problems with Survey Questions," Pp. 15-36.

6 DeMaio and Rothgeb, "Cognitive Interviewing Techniques: In the Lab and in the Field," Pp. 177-96.

Optional

Lessler and Forsyth, "A Coding System for Appraising Questionnaires," Pp. 259-292.

Groves, "How Do We Know What We Think They Think Is Really What They Think?" Pp. 389-402.

Survey cooperation and Introduction to sampling; Sampling from existing frames & Coverage

fcsM, Chapter 5: Coverage Error, Pp. 1-15.

fcsM, Chapter 3: Sampling Error, Pp. 1-11.

Groves and Couper, Chap 1: "An Introduction to Survey Participation."

Groves et al., "Leverage-saliency theory of survey participation," *Public Opinion Quarterly*, 2000, Vol 64: 299-308.

Keeter et al., "Consequences of reducing nonresponse in a national telephone survey," *Public Opinion Quarterly*, 2000, Vol 64: 125-48.

Czaja and Blair, Chapter 7: Pp. 125-42.

March 10

7-8 Focus Group Design & Class presentations of research project topics

Week Topic

- 9 **Sample size determination**
Czaja and Blair, Chapter 7: Pp. 142-66
Aday, Chap 7: Pp. 143-176.
- 10 **Processing Error & Total Survey Error**
fcsn, Chapter 7: Processing Error, Pp. 1-13.
fcsn, Chapter 8: Total Survey Error, Pp. 1-13
- Stratified sampling and Cluster samples**
Seymour Sudman, *Applied Sampling*, Chapter 6: Pp. 107-21, and 126-30; Chap. 4.
- 11 **Multi-stage samples**
Seymour Sudman, *Applied Sampling*, Chapter 7.
Czaja, "Sampling with Probability Proportionate to Size," in *The Encyclopedia of Biostatistics*, 2005, Vol. 7: Pp. 4764-70.
- 12 **Sampling variance estimation from complex samples**
Seymour Sudman, *Applied Sampling*, Chapter 8: Pp. 171-90.
Brogan, Donna "Software for sample data, misuse of standard packages," *Ency. Of Biostat.*, Pp. 4167-74.
- Telephone samples**
Czaja and Blair, Chapter 8: Pp. 167-92.
J. Lepkowski, "Telephone Sampling Methods in the U.S.," in *Telephone Survey Methodology*, R. Groves et al., eds., 1988, Pp. 73-98.
C. Tucker et al., "List-Assisted Telephone Sampling Design," *Public Opinion Quarterly*, 2002, 66: 321-38.
Special Issue: Cell Phone Numbers and Telephone Surveying in the U.S. Public Opinion Quarterly, 2007, 71.
- 13 **Class presentations of research projects**

SUGGESTED RESOURCES

The books below are suggested for general background and some specific readings are suggested for the major parts of the course.

General Background

- Aday, Lu Ann, 1996, *Designing and Conducting Health Surveys*. San Francisco: Wiley.
- Armitage, Peter and Theodore Colton, 1998, *Encyclopedia of Biostatistics*. Chichester, UK: Wiley
- Biemer, Paul P., et al. (eds.). 1991. *Measurement Errors in Surveys*. NY: Wiley.
- Dillman, Don A. 1978. *Mail and Telephone Surveys*. NY: Wiley.
- Dillman, Don A. 2000. *Mail and Internet Surveys*. NY: Wiley.
- Groves, Robert M., et al. (eds.). 1988. *Telephone Survey Methodology*. NY: Wiley.
- Groves, Robert M. 1989. *Survey Errors and Survey Costs*. New York: Wiley & Sons.
- Groves, Robert M and Mick Couper. 1998. *Nonresponse in Household Interview Surveys*. New York: Wiley & Sons.
- Frey, James. 1989. *Survey Research by Telephone*. Newbury Park, CA: Sage.
- Lin, Nan. 1976. *Foundations of Social Research*. Hightstown, NJ: McGraw-Hill.
- Lyberg, L., Collins, M., De Leeuw, E., Dippo, C., Schwarz, N., and Trewin, D., (Eds.). 1997. *Survey Measurement and Process Quality*. Somerset, NJ: John Wiley & Sons.
- Mangione, T.W. 1995. *Mail Surveys: Improving the Quality*. Thousand Oaks, CA: Sage.
- Rossi, Peter H., et al. (eds.). 1983. *Handbook of Survey Research*. San Diego, CA: Academic Press.

Sampling

- Kalton, Graham. 1983. *Introduction to Survey Sampling*. Newbury Park, CA: Sage #35.
- Kish, Leslie. 1965. *Survey Sampling*. NY: Wiley.
- Levy, Paul S. and Stanley Lemeshow. 1999. *Sampling of Populations : Methods and Applications*. NY: Wiley. Sudman, Seymour. 1976. *Applied Sampling*. San Diego: Academic.
- Sudman, Seymour, et al. 1988. "Sampling Rare and Elusive Populations." *Science* 240:991-95.

Questionnaire Design

- Bradburn, Norman M, and Seymour Sudman. 1979. *Improving Interview Method and Questionnaire Design*. San Francisco, CA: Jossey-Bass.
- Converse, Jean and Stanley Presser. 1986. *Survey Questions*. Newbury Park, CA: Sage #63.
- DeMaio, Theresa. 1983. *Approaches to Developing Questionnaires*. Washington, DC: US Government Printing Office (Nov.)
- Hippler, Hans-J, et al. (eds.) 1987. *Social Information Processing and Survey Methodology*. Secaucus, NJ: Springer-Verlag.
- Royston, P. et al. 1986. "Questionnaire Design Research Laboratory." Pp. 703-07 in *Proceedings American Statistics Association*.
- Schuman, Howard, and Stanley Presser. 1981. *Questions and Answers in Attitude Surveys*. 1981 San Diego, CA: Academic Press.
- Schwarz, Norbert, and Seymour Sudman (eds.). 1991. *Context Effects in Social and Psychological Research*. Secaucus, NJ: Springer-Verlag.
- Schwarz, Norbert and Seymour Sudman (eds.). 1996. *Answering Questions: Methodology for Determining Cognitive and Communicative Processes in Survey Research*. San Francisco: Jossey-Bass.
- Sudman, Seymour, and Norman M. Bradburn. 1982. *Asking Questions*. San Francisco, CA: Jossey-Bass.
- o Sudman, Seymour, and Norman M. Bradburn. 1974. *Response Effects in Surveys*. Chicago, IL: Aldine.
 - o Sudman, Seymour, Norman M. Bradburn and Norbert Schwarz. 1996. *Thinking About Answers*. San Francisco, CA: Jossey-Bass.