

CHSC/PA-447, SURVEY PLANNING AND DESIGN

FALL 2011 (3 semester hours)

Wednesday, 9:00 – 11:45 a.m., Room 636 SPHPI

Prerequisite BSTT-400, Biostatistics I (or equivalent)

Students are encouraged but not required to complete CHSC-446, Research Methods in Community Health, or an equivalent course, prior to enrolling in CHSC/PA-447.

Graduate Concentration in Survey Research Methodology

CHSC/PA-447 is a core course in the Interdepartmental Graduate Concentration in Survey Research Methodology (*GCSRM*). Further information is available at <http://www.srl.uic.edu/gcsrcm.htm>.

Survey Research Methods Online Certificate Program

CHSC/PA-577 is a core course in the Survey Research Methods Online Certificate Program. Further information is available at <http://www.uic.edu/cuppa/pa/srm/>.

Instructor

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Instructor's Home Page (<http://www.uic.edu/~fkviz>)

Provides convenient access to information about how to contact Dr. Kviz, the CHSC/PA-447 web site, web sites for other courses Dr. Kviz teaches, and other web sites that students may find useful.

Course Web Site (<http://www.uic.edu/classes/chsc/chsc447/index2.htm>)

CHSC/PA-447 is not available online. The course web site complements regular class meetings, which all students registered in the course are expected to attend.

Blackboard

CHSC/PA-447 is supported by a site in the Blackboard learning system: <http://blackboard.uic.edu>. The Blackboard site complements regular class meetings. All students registered in the course are expected to attend all class meetings in person.

To login to Blackboard students must insert your UIC Netid and ACCC Common Password. Those who are new to Blackboard are strongly encouraged to review the Instructional Technology Lab's (ITL) web site: http://www.uic.edu/depts/accc/itl/blackboard/student_support.html. To obtain a NetID, or for further information concerning your NetID, please visit the ACCC NetID page at <http://www.uic.edu/depts/accc/index.html/ACCTS.html>. For further assistance with your ACCC account please visit the ACCC Client Services Office site: <http://www.uic.edu/depts/accc/cso/>.

The UIC Blackboard site is scheduled to be down for routine maintenance every Sunday from 6:00 a.m. to 11:00 a.m.

At the CHSC/PA-447 Blackboard site students will be able to access:

- **Announcements.** Check for announcements several times per week.
- **Course Information**
 - **Syllabus.** A pdf version of the course syllabus (with active links to web sites).
 - **Biosketches.** Background and contact information for instructor, guest presenter, and students.

Please enter your biosketch, using the suggested guidelines at the "Student Biosketches" link, by the end of the first week of the semester.

- **Course Resources**
 - Required readings (including links to available pdf files and web sites)
 - Supplemental readings (including links to available pdf files and web sites)
 - PowerPoint presentations and PowerPoint handouts
 - Handouts (not PPT)
 - Links to survey-related web sites

All course-specific material is intended for the exclusive use of CHSC/PA-577 students. These materials may not be copied, posted to a web site, or otherwise reproduced and/or distributed without the instructor's written permission.

- **Assignments.** Links to assignments. NOTE: Each assignment except the *Survey Research Article Critique* must be submitted in hard copy at the start of class on the day it is due, unless alternate arrangements have been made with the prior approval of the instructor due to extenuating circumstances. All students will submit the *Survey Research Article Critique* via the course Blackboard site.
- **Evaluation.** Confidential access to individual student grades for all assignments and the final grade for the course. You may track your progress and view mean and median scores for the class.
- **Discussion Forum.** A series of online discussions for students to post questions, raise issues, and respond about the course and/or survey research in general, about major course topics, and about each assignment. The instructor will monitor, but not moderate,

each discussion board regularly and will respond as appropriate. Students are strongly encouraged to use the discussion boards to interact with each other outside of class. Any message posted to a discussion board may be read by any student and the instructor. Use e-mail to communicate privately with other students or the instructor. Also use private e-mail to communicate about matters that are not relevant to this course.

- **Groups.** Students may self-enroll in one or more study groups by clicking on the *Groups* link. Participation in study groups is entirely voluntary and the instructor will not assign students to groups. Group membership and participation is based entirely on student initiative. Eight groups are available and each group is limited to eight students. Please contact the instructor to request creating an additional group or to request a larger group size. See the *Self-Enroll Study Group Information* at the *Groups* link.
- **Self-Assessment Quizzes (SAQs).** Students are encouraged to complete the self-assessment quizzes pertaining to the main course topics. The SAQs are optional. They are designed to help you assess and enhance your understanding of key course material. You may attempt any quiz at any time during the semester and you may attempt it as many times as you choose. Your performance on the SAQs will not count toward your grade in this course. The instructor will not monitor whether you complete any of the SAQs or how you perform on them.

The following is a suggested schedule for attempting the SAQs:

SAQ and Topic	Week
SAQ 1: Basic Survey Research Concepts	2–3
SAQ 2: Major Survey Methods	3–4
SAQ 3: Survey Research Ethics	4
SAQ 4: Sampling Theory, Concepts and Terms	5
SAQ 5: Simple and Systematic Random Sampling	6
SAQ 6: Stratified Sampling	8
SAQ 7: Sample Size	9
SAQ 8: Cluster Sampling	10
SAQ 9: Random Digit Dialing Samples	13
SAQ 10: Survey Data Collection Procedures	14–15

- **Crossword Puzzles.** Crossword puzzles I created based on survey research terminology to provide an optional fun way to review material.
- **E-mail.** Students may use the Tools link at the Blackboard site to send e-mail to the instructor, individual students, or a group of students.

Any e-mail the instructor sends to the class at-large will be addressed to your UIC account only. If you have another account where you prefer to receive e-mail please follow the instructions at <http://www.uic.edu/depts/acc/ecom/index.html> for forwarding your e-mail (see the section headed "uic.edu mail alias").

Course Overview

CHSC/PA-447 provides an introduction to the application of sampling and survey methods to research in community health sciences. Although essential theoretical concepts are addressed, practical applications are emphasized.

Three major topic areas are addressed:

- Survey design and planning
- Sampling
- Data collection procedures

Course Objectives

Upon successful completion of CHSC/PA-447 the student will:

- Understand the survey research process, from problem development through reporting results
- Understand the principles of sampling and survey methods, and be conversant in sampling and survey terminology
- Know the major strengths and weaknesses of survey methods, including a familiarity with current developments and issues
- Be able to critically evaluate both proposed and completed research that uses survey methods
- Be able to independently plan and conduct a small-scale survey
- Know the difference between a simple survey problem and one requiring a complex design and special expertise
- Be able to collaborate with survey professionals in the planning and implementation of a complex, large-scale survey
- Be prepared for advanced study in survey research methodology

MPH Competencies

CHSC/PA-447 includes training in the following SPH school-wide MPH competency areas.

MPH students will be able to:

Basic Health Sciences Skills

- Understand research methods in all basic public health sciences

Analytic Skills

- Determine appropriate use of data and statistical methods for problem identification and resolution, and program planning, implementation and evaluation
- Demonstrate knowledge of basic research designs used in public health
- Make relevant inferences from data
- Critique the literature

Communication Skills

- Communicate effectively both in writing and orally

Student Responsibilities

- Complete all required readings according to the class schedule
- Attend all classes and participate in class discussions
- Complete all assignments according to the class schedule
- As a 3 semester hour course, CHSC/PA-447 students are expected to invest at least 12 hours per week to course related learning activities. This is based on a guideline of 3 hours in class plus 3 hours out of class for every semester hour ($3 + [3 \times 3] = 12$).

Student Evaluation

Final grades will be based on performance of:

Three out-of-class assignments (80%)

1. Simple and systematic sampling (60 pts., 20%)
2. Stratified sampling (75 pts., 25%)
3. Critical review of a research article using survey research methods (105 pts., 35%)

In-class workshop/assignment (20%)

Design and select a random-digit-dialing sample (60 pts.; 20%)

Total points = 300 (100%)

NOTE: Points shown above are subject to change as announced by the instructor.

Final grades will be based on the percent of the total points earned by each student. Assignment of final grades will be approximately as follows:

90% or higher	= A
80% to 89%	= B
70% to 79%	= C
60% to 69%	= D
Less than 60%	= E

The actual final grade breakdown may differ based on the instructor's review of the distribution of scores and the instructor's evaluation of the course overall. Therefore, the final cutting points for any particular final grade may be slightly higher or slightly lower than shown above.

All grades submitted by the instructor at the end of the semester are final. University policy allows for changing a final grade only in situations where there is documentation that an error was made in determining or submitting a final grade.

Academic Integrity

All students entering the School of Public Health as of Fall 2010 are required to complete the School's Academic Integrity Tutorial found at: <http://www.uic.edu/sph/students/academic-integrity-tutorial.html>. Continuing students are strongly encouraged to complete the tutorial as well. Course instructors also may specify completion of the tutorial as a class requirement.

Academic dishonesty is an offense against the University and course instructors are obligated to report an incident to the Associate Dean for Academic Affairs. Dishonest behavior may also be reported to the UIC Dean of Students. Academic dishonesty includes, but is not limited to, cheating or assisting someone else in academic dishonesty, plagiarism, unauthorized possession of class materials (e.g., tests), and unauthorized changing of one's grade .

Students found guilty of engaging in an act of academic dishonesty may receive a failing grade for the assignment or course. Such students may also be prohibited from holding an assistantship or leadership position within the School, and/or be barred from competing for School scholarships and other awards. The range of possible disciplinary actions flowing from an act of academic misconduct are found in the UIC Student Disciplinary Policy at:

<http://www.uic.edu/depts/dos/docs/StudentDisciplinaryPolicy0809withpagenumbersandcov.pdf>.

Additional resources:

Two excellent sources which define plagiarism and how to avoid it are located at:

<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml> and

<http://owl.english.purdue.edu/owl/resource/589/01/>. Students are also encouraged to consult the instructor on rules for proper citation.

School of Public Health's Student Honor Code at:

http://www.uic.edu/sph/student-handbook/downloads/AY_10-11/Student-Handbook.PDF.

Student Disability

Any students who need accommodations because of a disability and are registered with the Office of Disability Services at UIC should contact the instructor privately to address those needs. Provide any appropriate emergency medical or contact information, as well as if you require any special arrangements in case the building must be evacuated.

Mutual Tolerance and Respect

Public health deals with controversial issues from multiple perspectives, and consideration of these issues may cause disagreements among students and/or faculty, or they may evoke strong personal feelings, depending on our individual experience, histories, identities and world views. Therefore, in all interactions and communications, it is important to strive to demonstrate mutual respect and tolerance for one another and for any course guests and members of the community with whom we come into contact.

Cell Phone Etiquette

If you bring a cell phone to class, please be considerate of others by (a) setting your phone to silent/vibrate ring mode, or (b) turning it off when class is in session if you have no urgent need to be contacted.

Assignments Overview

Sampling Assignments

Students will select samples using various designs and compute estimates of population parameters and confidence intervals. Students also will evaluate the relative merits of applying different sampling strategies for selecting samples from the same population. The random-digit-dialing sampling workshop/assignment will provide experience in preparing and working with a sampling frame, and selecting a directory-based sample.

The instructor will distribute the sampling assignments in class. Also, they may be accessed via the course Blackboard site at appropriate times during the course of the semester.

Survey Research Article Critique Assignment

Students will write a critical review of a journal article that reports results from research using survey methods. All students will review the same journal article, which will be selected by the instructor from a recent issue of a public health journal (most likely the *American Journal of Public Health*). The article will be selected and announced by the instructor at an appropriate time during the semester. At that time, guidelines will be distributed for preparing this assignment.

Students will evaluate the fit between the research question and the survey design, including assessing alternate designs the author(s) did or might have considered; identify and assess major threats to internal and external validity; evaluate the procedure(s) used to select and recruit survey participants; evaluate procedures for treatment of human subjects; evaluate the appropriateness and effectiveness of the procedure(s) used to collect the data; evaluate the appropriateness of the data analysis procedures, the presentation of findings, and conclusions; and make recommendations for improving the study.

Student Collaboration on Assignments

Students are encouraged to engage in collegial discussions about the assignments. However, group submissions will not be accepted. *Each student is required to complete each assignment individually and independently.* Assignments submitted from two or more students that demonstrate obvious redundancies either will not be accepted or will receive reduced grades, as deemed appropriate by the instructor.

Submitting Assignments

Each assignment must be prepared neatly and professionally. Handwritten assignments will not be accepted. — **All assignments except Assignment #4, Survey Research Article Critique, must be submitted in hard copy.** Electronic submissions other than for Assignment #4 will not be accepted except under extenuating circumstances and with the prior approval of the instructor.

Assignment #4, Survey Research Article Critique, will be submitted via e-mail attachment.

Assignments may not be revised and resubmitted to improve grades.

Due dates for the assignments will be as shown in the course outline unless a change is announced by the instructor. Each assignment must be submitted to the instructor at the **START** of class on the day it is due. Any student who is not able to comply with the course schedule must contact the instructor in advance of the due date to request permission to submit an assignment at a time other than the due date. This permission will be granted only in circumstances due to verifiable reasons beyond a student's control.

Permission for late submission of an assignment will not be granted because of a lost, stolen, corrupted, erased or otherwise unavailable electronic (computer) file that contained the assignment. Students are expected to appropriately back up electronic files. The best way to do this is by using multiple storage media on multiple devices, and/or sending a copy of the file to your e-mail account as an attachment. Also, develop a habit of saving your work frequently while you are writing, and print a hard copy of the document each time you revise it before closing the file.

Other In-Class Experience and Training (not graded)

Workshop: Simple and Systematic Random Sampling

Students will select samples in class using simple random sampling with replacement, simple random sampling without replacement, basic systematic sampling, and systematic sampling with implied stratification. Students also will select samples of various sizes. For each sample, students will compute estimates of population parameters and sampling error. The class will discuss the relative efficiency of the various sampling designs that will be employed during this session.

Workshop: Evaluating Published Report of Research Using Survey Methods

Students will critically review and discuss research reported in a recently published professional journal article in which survey research methods are employed.

Workshop: Survey Interviewer Skills Training

Students will participate in a condensed version of a survey interviewer training session in which they will play the role of interviewers and respondents. This session will teach basic interviewing skills, help develop an understanding of the types of talents that are required when recruiting interviewers, and present a model for training interviewers in terms of both basic interviewing skills and the protocol for implementing a specific survey.

Readings

Students are expected to read all of the **required** material assigned **prior** to each class session. Some of the readings are of substantial length and should be started well in advance. Additional required readings may be assigned as announced in class.

Books that have been requested to be placed on 3-day reserve at the Library of the Health Sciences are flagged with “**Reserve**” after their citation.

Required Texts

Aday, Lu Ann and Cornelius, Llewellyn J. *Designing and Conducting Health Surveys: A Comprehensive Guide*. Third Edition. San Francisco: Jossey-Bass, 2006. **(Reserve)**

Czaja, Ronald and Blair, Johnny. *Designing Surveys: A Guide to Decisions and Procedures*. Thousand Oaks, CA: Pine Forge Press, 2005. **(Reserve)**

Other Required Reading

American Association for Public Opinion Research (AAPOR). *Code of Professional Ethics and Practice*. Available at AAPOR web site (http://www.aapor.org/AAPOR_Code.htm) and via Bb.

American Association for Public Opinion Research (AAPOR). *Best Practices for Survey and Public Opinion Research*. Available at AAPOR web site (http://www.aapor.org/Best_Practices.htm) and via Bb.

American Association for Public Opinion Research (AAPOR). *Standard Definitions*. Available at AAPOR web site (http://www.aapor.org/Standard_Definitions1.htm) and via Bb.

American Association for Public Opinion Research (AAPOR). *Response Rate Calculator*. A free copy of an Excel spreadsheet may be downloaded to facilitate computing rates according to the methods described in AAPOR's Standard Definitions. Available at AAPOR web site (http://www.aapor.org/Standard_Definitions1.htm) and via Bb.

Brick, J. Michael, et al. Bias in List-Assisted Telephone Samples. *Public Opinion Quarterly*, 1995, 59 (summer):218–235. **(pdf file at Bb)**

Council of American Survey Research Organizations (CASRO). *Code of Standards and Ethics for Survey Research*. Available at CASRO web site (<http://www.casro.org/codeofstandards.cfm>) and via Bb.

Couper, Mick P. and Nicholls, William L. II. The History and Development of Computer Assisted Survey Information Collection Methods. In M.P. Couper, et al., (eds.), *Computer Assisted Survey Information Collection*. New York: Wiley, 1998: 1–21. **(pdf file at Bb)**

Dykema, Jennifer, Basson, Danna and Schaeffer, Nora Cate. Face-to-Face Surveys. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:240–248. **(pdf file at Bb)**

Edwards, Phil, et al. Increasing Response Rates to Postal Questionnaires: Systematic Review. *British Medical Journal*, 2002, 324 (18):1183–1191. **(pdf file at Bb)**

Forsyth, Kirsty and Kviz, Frederick J. Survey Research Design. In Gary Kielhofner (ed.), *Research in Occupational Therapy: Methods of Inquiry for Enhancing Practice*. Philadelphia, F. A. Davis, 2006: 91–109. **(pdf file at Bb)**

Kempf, Angela M. and Remington, Patrick L. New Challenges for Telephone Survey Research in the Twenty-First Century. *Annual Review of Public Health*, 2007, 28:113–126. **(pdf file at Bb)**

Kviz, Frederick J. Health Surveys. *Encyclopedia of Health Services Research*, Ross M. Mullner, Editor. Thousand Oaks, CA: Sage, 2009. **(pdf file at Bb)**

Kviz, Frederick J. Nonresponse in Sample Surveys. *Encyclopedia of Biostatistics*, Theodore Colton and Peter Armitage, Editors-in-Chief; Paul S. Levy, Section Editor. Chichester, UK: John Wiley & Sons, 1998. **(pdf file at Bb)**

Lavrakas, Paul J. Surveys by Telephone. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:250–261. **(pdf file at Bb)**

O’Muircheartaigh, Colm. Sampling. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:294–308. **(pdf file at Bb)**

Sudman, Seymour. Where Have We Been: Survey Research 1967–1997. *Survey Research*, 1997, 28(3):1–8. **(pdf file at Bb)**

Weisberg, Herbert F. The Methodological Strengths and Weaknesses of Survey Research. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:223–231. **(pdf file at Bb)**

Required Classroom Material for In-Class Random-Digit-Dialing Workshop/Assignment

Current edition of a residential (white pages) telephone directory — preferably the one for the City of Chicago — **other residential directories may be used with the prior approval of the instructor.**

General guidelines for an acceptable directory:

1. The directory must contain at least 200 pages of residential entries (excluding reference material, business sections, government agency sections, etc.)
2. Each page must contain at least two columns
3. Each page must contain at least 20 lines per column

Telephone directories may be ordered by calling 1-877-2-GET-DEX. There is no cost for directories. Allow at least three weeks for delivery despite what they promise when you call.

DO THIS NOW!

Information About Survey Technology

Web Survey Methodology: searchable bibliography and links to survey software applications, at <http://www.websm.org>. Available via “**CHSC-447 Quick Links.**”

Web Survey Toolbox: comparison chart of software for conducting web surveys, and links to survey application software at <http://websurveytoolbox.org/FeatureTable.html>.

Suggested Supplementary Reading (with selective annotations)

AAPOR (American Association for Public Opinion Research) home page is at <http://www.aapor.org>. Click on "Poll & Survey FAQs" to access a series of brief articles about various aspects of survey methodology.

AAPOR Cell Phone Task Force. *Guidelines and Considerations for Survey Researchers When Planning and Conducting RDD and Other Telephone Surveys in the U.S. with Respondents Reached via Cell Phone Numbers*. April 2008.

http://www.aapor.org/uploads/Final_AAPOR_Cell_Phone_TF_report_041208.pdf

(pdf file at Bb)

American Statistical Association, Survey Research Methods Section. Proceedings. Online proceedings of the American Statistical Association Survey Research Methods Section from 1978 to present. Also includes papers from the Joint Statistical Meetings and some papers from the American Association of Public Opinion Research meetings. Over 3,000 papers in all.

<http://www.amstat.org/sections/srms/proceedings/>.

Anderson, J.E. et al. Telephone Coverage and Measurement of Health Risk Indicators: Data From the National Health Interview Survey. *American Journal of Public Health*, 1998, 88:1392–1395. **(pdf file at Bb)**

Ansolabehere, Stephen, and Schaeffner, Brian F. Residential Mobility, Family Structure, and the Cell-Only Population. *Public Opinion Quarterly*, 2010, 74:244–259. **(pdf file at Bb)**

Berinsky, Adam J. Survey Non-Response. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:309–321.

(pdf file at Bb)

Blumberg, Stephen J., Luke, Julian V., and Cynamon, Marcie L. Telephone Coverage and Health Survey Estimates: Evaluating the Need for Concern About Wireless Substitution. *American Journal of Public Health*, 2006, 96:926–931. **(pdf file at Bb)**

Blumberg, Stephen J., et al. Wireless Substitution: Early Release of Estimates from the National Health Interview Survey, January–June 2010. National Center for Health Statistics Reports. No 39, April 20, 2011. Available at <http://www.cdc.gov/nchs/data/nhsr/nhsr039.pdf>. **(pdf file at Bb)**

Blumberg, Stephen J., and Luke, Julian V. Reevaluating the Need for Concern Regarding Noncoverage Bias in Landline Surveys. *American Journal of Public Health*, 2009, 99:1806–1810. **(pdf file at Bb)**

Boruch, R.F. and Pearson, R.W. Assessing the Quality of Longitudinal Surveys. 1988. *Evaluation Review*, 12:3–58. **(pdf file at Bb)**

Boyle, John, et al. Zero Banks: Coverage Error and Bias in RDD Samples Based on Hundred Banks with Listed Numbers. *Public Opinion Quarterly*, 2009, 73(4):729–750. **(pdf file at Bb)**

Bradburn, Norman M., Sudman, Seymour and Wansik, Brian *Asking Questions*. San Francisco: Jossey-Bass, 2004. The best single reference about questionnaire design; although not "perfect."

Brick, J. Michael, et al. Cell Phone Survey Feasibility in the U.S.: Sampling and Calling Cell Numbers Versus Landline Numbers. *Public Opinion Quarterly*, 2007, 71:23–39. **(pdf file at Bb)**

CASRO (Council of American Survey Research Organizations) home page is at <http://www.casro.org>.

Cochran, William G. *Sampling Techniques*. New York: Wiley, 1977. A classic and authoritative sampling text. Heavy mathematical presentation.

Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey and Reporting Kits. "CAHPS Survey and Reporting Kits provide everything needed to field a questionnaire, analyze the results, and produce consumer-friendly reports." Available at https://www.cahps.ahrq.gov/cahpskit/CAHPSKIT_main.asp and via Bb.

Couper, Mick P. *Designing Effective Web Surveys*. Cambridge: Cambridge Press, 2008. The best book available about web survey methodology. The author, Mick P. Couper is the leading authority on web survey methodology.

Couper, Mick P. Web Surveys: A Review of Issues and Approaches. *Public Opinion Quarterly*, 2000, 64:464–494. **(pdf file at Bb)**

Couper, Mick P. and Bosnjak, Michael. Internet Surveys. Pp. 527–550 in Marsden, Peter V. and Wright, James D. (eds.), *Handbook of Survey Research*, Second Edition. Bingley, UK: Emerald Group Publishing, 2010. **(PDF file at Bb)**

Couper, Mick P., et al. (eds.). *Computer Assisted Survey Information Collection*. New York: Wiley, 1998.

Couper, Mick P., Tourangeau, Roger and Marvin, Theresa. Taking the Audio Out of Audio-CASI. *Public Opinion Quarterly*, 2009, 73:218–303. **(pdf file at Bb)**

Cross-Cultural Survey Guidelines. Summarizes best practices across the multiple phases of cross-cultural survey design and administration, including questionnaire design and translation. <http://www.ccsq.isr.umich.edu/index.cfm>

Czaja, Ronald, Blair, Johnny, and Sebestik, Jutta P. Respondent Selection in a Telephone Survey: A Comparison of Three Techniques. *JMR, Journal of Marketing Research*, 19:381–385, 1982. **(pdf file at Bb)**

De Leeuw, Edith D., Hox, Joop J., and Dillman, Don A. (eds.). *International Handbook of Survey Methodology* (European Association of Methodology Series). New York: Lawrence Erlbaum Associates, 2008.

Dillman, Don A. *Mail and Telephone Surveys: The Total Design Method*. New York: John Wiley & Sons, 1978. **(Reserve)** One of the most often cited survey methodology texts. Be cautious, however, because the author gives the impression that unless one follows his strategies exactly, one will not have a successful survey outcome. Also, I do not recommend following the author's questionnaire format guidelines.

Dillman, Don A. *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley & Sons, 2000. **(Reserve)**

Dillman, Don A., Smyth, Jolene D., & Christian, Leah Melani. *Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method* (3rd ed.). Hoboken, NJ: Wiley, 2009.

Donsbach, Wolfgang and Traugott, Michael W. (eds.). *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008.

Fowler, Floyd J., Jr. *Survey Research Methods*. Thousand Oaks, CA: Sage, 2009. **(not available at UIC library; however the library does have the 1993 edition)**

Frankel, Martin. Sampling Theory. Pp. 83–137 in Marsden, Peter V. and Wright, James D. (eds.), *Handbook of Survey Research*, Second Edition. Bingley, UK: Emerald Group Publishing, 2010. **(PDF file at Bb)**

Fu, Yang-chih and Chu, Yun-han. Different Survey Modes and International Comparisons. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:284–293. **(pdf file at Bb)**

Gaziano, Cecilie. Comparative Analysis of Within-Household Respondent Selection Techniques. *Public Opinion Quarterly*, 69(1):124–157, 2005. **(pdf file at Bb)**

Gorden, Raymond L. *Basic Interviewing Skills*. Itasca, IL: F. E. Peacock, 1992. An excellent presentation of survey interviewing methods.

Groves, Robert M. *Survey Nonresponse*. New York: Wiley, 2001. The definitive treatment of the survey nonresponse issue.

Groves, Robert M., et al. (eds.) *Telephone Survey Methodology*. New York: Wiley, 2001.

Groves, Robert M., Fowler, Floyd, J., Jr., Couper, Mick P., Lepkowski, James M., Singer, Eleanor, and Tourangeau, Roger. *Survey Methodology* (2nd Ed). Hoboken, NJ: Wiley, 2009.

Groves, Robert M. and Peytcheva, Emilia. The Impact of Nonresponse Rates on Nonresponse Bias. *Public Opinion Quarterly*, 2008, 72:167–189. **(pdf file at Bb)**

Gwartney, Patricia A. *The Telephone Interviewer's Handbook: How to Conduct Standardized Conversations*. San Francisco: Jossey-Bass, 2007

Hansen, Morris H., Hurwitz, William N. and Madow William. G. *Sample Survey Methods and Theory*. Two Volumes. New York: Wiley, 1953. **(Reserve)** A classic sampling text. I strongly recommend the first 70 pages of volume 1 for an excellent introduction to basic sampling concepts and methods.

Hansen, Morris H., Hurwitz, William N. and Madow William. G. *Sample Survey Methods and Theory*. Two Volumes (Vol. 1, *Methods and Applications*; Vol. 2, *Theory*). San Francisco: Jossey-Bass, 1993.

Harkness, Janet A., Fons, J.R. van de Vijver, and Mohler, Peter Ph. *Cross-Cultural Survey Methods*. San Francisco: Jossey-Bass, 2002. The best single source addressing cross-cultural survey methods.

Harrison, Chase H. Mail Surveys and Paper Questionnaires. Pp. 499–526 in Marsden, Peter V. and Wright, James D. (eds.), *Handbook of Survey Research*, Second Edition. Bingley, UK: Emerald Group Publishing, 2010. **(PDF file at Bb)**

Heckathorn, Douglas D. Respondent-Driven Sampling: A New Approach to the Study of Hidden Populations. *Social Problems*, 1997, 44(2):174–199. **(pdf file at Bb)** This and the following article by Heckathorn present the foundation for an important innovative strategy for selecting samples of rare/hard-to-reach populations.

Heckathorn, Douglas D. Respondent-Driven Sampling II: Deriving Valid Population Estimates from Chain-Referral Samples of Hidden Populations. *Social Problems*, 2002, 49(1): 11–34. **(pdf file at Bb)**

Iannacchione, Vincent G., Staab, Jennifer M., and Redden, David T. Evaluating the Use of Residential Mailing Addresses in A Metropolitan Household Survey. *Public Opinion Quarterly*, 2003, 67:202–210. **(pdf file at Bb)**

Kish, Leslie. *Survey Sampling*. New York: Wiley, 1965. **(Reserve)** A classic sampling text. Less dependence on mathematics than Cochran, although there still is plenty of necessary math.

Kish, Leslie. *Survey Sampling*. San Francisco: Jossey-Bass, 1995. **(not available at UIC library)**

Krosnick, Jon A. Survey Research. *Annual Review of Psychology*, 50:537–567, 1999. **(pdf file at Bb)** Despite the title, most of this article is an excellent treatment of current developments in survey questionnaire design.

Lavrakas, Paul. *Telephone Survey Methods*. Beverly Hills, CA: Sage, 1993.

Lavrakas, Paul and Shuttles, Charles. *Cell Phone Sampling Summit II* Statements on “Accounting for Cell Phones in Telephone Survey Research in the U.S.” 2005.

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Lepkowski, James M., Tucker, Clyde, Brick, J. Michael, De Leeuw, Edith D., Japiec, Lilli, Lavrakas, Paul J., Link, Michael W., and Sangster, Roberta L. *Advances in Telephone Survey Methodology*, Hoboken, NJ: Wiley, 2007.

Levy, Paul S. and Lemeshow, Stanley. *Sampling of Populations: Methods and Applications* (4th Ed.), New York: John Wiley & Sons, 2008. **(Reserve)** An excellent sampling text written from a public health perspective. (Paul S. Levy is Professor Emeritus of Biostatistics at SPH/UIC.)

Lind, Katherine, Link, Michael, and Oldendick, Robert. A Comparison of the Accuracy of the Last Birthday Versus the Next Birthday Methods for Random Selection of Household Respondents. Proceedings of the American Statistical Association, Survey Research Methods Section. Alexandria, VA: American Statistical Association. 2000. **(pdf file at Bb)** See the articles by O'Rourke and Blair, 1983, and Salmon and Nichols, 1983.

Link, Michael W., et al. A Comparison of Address-Based Sampling (ABS) Versus Random-Digit Dialing (RDD) for General Population Surveys. *Public Opinion Quarterly*, 2008, 72:6–27. **(pdf file at Bb)**

Merkle, Daniel M., et al. Unintended Consequences: The Cost of Purging Business Numbers in RDD Surveys. *Public Opinion Quarterly*, 2009, 73:484–496. **(pdf file at Bb)**

Ngo-Metzger, Quyen, et al. Surveying Minorities with Limited-English Proficiency: Does Data Collection Method Affect Data Quality Among Asian Americans? *Medical Care*, 2004, 42 (9) (September):893–900. **(pdf file at Bb)**

O'Rourke, Diane and Blair, Johnny. Improving random respondent selection in telephone surveys. *JMR, Journal of Marketing Research*, 20: 428–432, 1983. **(pdf file at Bb)** This article introduced the "last birthday method" for selecting among two or more eligible household members.

Peytchev, Andy, et al. Not All Survey Effort Is Equal. *Public Opinion Quarterly*, 2009, 73(4):785–806. **(pdf file at Bb)**

Piazza, Thomas. Fundamentals of Applied Sampling. Pp. 139–168 in Marsden, Peter V. and Wright, James D. (eds.), *Handbook of Survey Research*, Second Edition. Bingley, UK: Emerald Group Publishing, 2010. **(PDF file at Bb)**

Rizzo, L., Brick, J. M., and Park, I. A minimally intrusive method for sampling persons in random digit dial surveys. *Public Opinion Quarterly*, 2004, 68:267–274. **(pdf file at Bb)**

Sage Publications. *The Survey Kit*. A collection of nine short applied books, by various authors, about basic survey methods. Information at <http://www.sagepub.com/>.

Salmon, Charles T. and Nichols, John Spicer. The Next Birthday Method of Respondent Selection. *Public Opinion Quarterly*, 47:270–276, 1983. **(pdf file at Bb)** This article introduced the "next birthday method" for selecting among two or more eligible household members.

Scheuren, Fritz. *What Is a Survey?* 2nd Edition. 2004. American Statistical Association, Section on Survey Research Methods. **Available at** <http://www.amstat.org/sections/srms/>. An excellent brief overview of survey methods.

Sudman, Seymour. *Applied Sampling*. New York: Academic Press, 1976. **(out of print)** **(Reserve)** Most of this text provides the best presentation of applied sampling issues available. I especially recommend the chapter on cluster sampling.

Sudman, Seymour, Sirken, Monroe G. and Cowan, Charles D. Sampling Rare and Elusive Populations. *Science*, 240 (May 20):991– 996, 1988. **(pdf file at Bb)**

Tourangeau, Roger, Miller Steiger, Darby, and Wilson, David. Self-Administered Questions by Telephone: Evaluating Interactive Voice Response. *Public Opinion Quarterly*, 2002, 66:265–278. **(pdf file at Bb)**

Tucker, Clyde, Brick, J. M, and Meekins, Brian. Household Telephone Service and Usage Patterns in the United States in 2004: Implications for Telephone Samples. *Public Opinion Quarterly*, 2007, 71:3–22. **(pdf file at Bb)**

Tucker, Clyde, Lepkowski, James M., and Piekarski, Linda. The Current Efficiency of List-Assisted Telephone Sampling Designs. *Public Opinion Quarterly*, 2002, 66 (fall):321–338. **(pdf file at Bb)**

Turner, Charles F., et al. Improving Epidemiological Surveys of Sexual Behavior Conducted by Telephone. *International Journal of Epidemiology*, 2009, 38(4):1118–1127. **(pdf file at Bb)**

Vehovar, Vasja, Lozar, Katja Manfreda and Koren, Gasper. Internet Surveys. In W. Donsbach and M. W. Traugott, (eds.), *The SAGE Handbook of Public Opinion Research*. Los Angeles: Sage Publications, 2008:272–283. **(pdf file at Bb)**

Warwick, Donald P. and Charles A. Lininger. *The Sample Survey: Theory and Practice*. New York: McGraw-Hill, 1975. **(out of print) (Reserve)** An excellent overview of survey methods.

Waksberg, Joseph. Sampling methods for random digit dialing. *Journal of the American Statistical Association* (JASA), March 1978:40–46. **(pdf file at Bb)** The classic article that laid the foundation for random digit dialing sample selection for nationwide population surveys.

CHSC/PA-447 Class Schedule: Fall 2011

REQ = Required reading; Rec. = Recommended reading

- 8/24 (Wk. 1) Introduction to Course
 Basic Survey Research Concepts / The Survey Research Model
 Uses of Surveys; Common Survey Designs
 REQ:Aday & Cornelius: 1–47
 REQ:Czaja & Blair: 1–9
 REQ:Forsyth & Kviz, 2006, *Survey Research Design*
 REQ:Kviz, 2009, *Health Surveys*
 REQ:Sudman, 1997, *Where Have We Been: Survey Research 1967–1997*
- 8/31 (Wk. 2) Overview of Major Survey Methods
 REQ:Aday & Cornelius: 100–123
 REQ:Czaja & Blair: 33–58
 Rec: Couper, 2000, *Web Surveys: A Review of Issues and Approaches*
 Advantages and Disadvantages of Surveys
 REQ:Aday & Cornelius: 100–123
 REQ:Weisberg, 2008, *The Methodological Strengths and Weaknesses of Survey Research*
 Principles of Survey Design
 REQ:Aday & Cornelius: 27–47
 REQ:Czaja & Blair: 11–32; 254–257
 REQ:AAPOR, *Best Practices for Survey and Public Opinion Research*
 SAQ 1: Basic Survey Research Concepts
- 9/7 (Wk. 3) Ethics and Treatment of Human Subjects
 REQ:Aday & Cornelius: 4–6
 REQ:Czaja & Blair: 239–240, Appendix C
 REQ:AAPOR, *Code of Professional Ethics and Practice*
 REQ:CASRO, *Code of Standards and Ethics for Survey Research*
 SAQ 2: Major Survey Methods
- 9/14 (Wk. 4) **Technological Advances In Survey Data Collection Methods**
Guest Presenter: Dr. Timothy Johnson, Director, Survey Research Laboratory
 REQ:Aday & Cornelius: 333–335
 REQ:Couper & Nicholls, 1998, *The History and Development of ...*
 Rec: Couper, 2000, *Web Surveys: A Review of Issues and Approaches*
 Rec: Couper, et al., 2009, *Taking the Audio Out of Audio_CASI*
 Rec: Tourangeau, et al., 2002, *Self-Administered Questions by Telephone ...*
 Rec: Vehovar, et al., 2008, *Internet Surveys*
 Sampling Theory, Concepts and Terms
 REQ:Aday & Cornelius: 124–129, 134–136, 140–141
 REQ:Czaja & Blair: 125–133
- 9/21 (Wk. 5) Sampling Frames
 REQ:Czaja & Blair: 133–142
 Simple Random Sampling
 REQ:Aday & Cornelius: 129–131
 Systematic Random Sampling
 REQ:Aday & Cornelius: 129–131
 REQ:O’Muircheartaigh, 2008, *Sampling*
 SAQ 3: Sampling Theory, Concepts and Terms

- 9/28 (Wk. 6) **Workshop: Simple and Systematic Random Sampling**
 Basic Concepts of Stratified Sampling
 REQ:Aday & Cornelius: 131–133
 REQ:Czaja & Blair: 186–188
Simple and Systematic Sampling Assignment — Distributed
 SAQ 4: Simple and Systematic Random Sampling
- 10/5 (Wk. 7) Proportionate Stratified Sampling
 Disproportionate Stratified Sampling
 REQ:Aday & Cornelius: 185–188
 Rec: Aday & Cornelius: 188–193
Simple and Systematic Sampling Assignment — DUE
Stratified Sampling Assignment — Distributed
- 10/12 (Wk. 8) Discussion about graded Simple and Systematic Sampling Assignment
 Sample Size Determination — Statistical Considerations
 REQ:Aday & Cornelius: 154–163, 174 (optional: 164–181)
 REQ:Czaja & Blair: 142–155
 Sample Size Determination — Nonstatistical Considerations
Stratified Sampling Assignment — DUE
 SAQ 5: Stratified Sampling
- 10/19 (Wk. 9) Discussion about graded Stratified Sampling Assignment
 Basic random-digit-dialing methods
 REQ:Czaja & Blair: 167–186
 Cluster Sampling with Probabilities Proportionate to Size (PPS)
 REQ:Aday & Cornelius: 133–134, 136–139
 Rec: Aday & Cornelius: 141–153
 REQ:Czaja & Blair: 181–186; 189–191
 Address-Based Sampling (ABS)
 Rec: Blumberg & Luke, 2009, *Wireless Substitution ...*
 Rec: Brick, et al., 1995, *Bias in List-Assisted Telephone Samples*
 Rec: Iannacchione, et al., 2003, *Evaluating the Use of Residential Mailing ...*
 Rec: Link, et al., 2008, *A Comparison of Address-Based Sampling ...*
Random-Digit Dialing Sampling Assignment — Distributed
Survey Research Article Critique Assignment — Distributed
 SAQ 6: Sample Size
- 10/26 (Wk. 10) **WORKSHOP/ASSIGNMENT: Design and Select a RDD Sample**
 Mitofsky-Waksberg random-digit-dialing method
 REQ:Aday & Cornelius: 139–140
 Rec: Waksberg, 1978, *Sampling Methods for Random Digit Dialing*
 SAQ 7: Cluster Sampling
- 11/2 (Wk 11) **Am. Public Health Association Annual Meeting — NO CLASS**

- 11/9 (Wk. 12) List-Assisted random-digit-dialing methods
 REQ:Aday & Cornelius: 139–140
 REQ:Brick, et al., 1995, *Bias in List-Assisted Telephone Samples*
 Rec: Blumberg, et al, 2006, *Telephone Coverage and Health Survey Estimates*
 Rec: Tucker, et al, 2002, *The Current Efficiency of List-Assisted Telephone ...*

Random-Digit-Dialing Assignment — DUE

- 11/16 (Wk. 13) Self-Administered/Mail Survey Procedures
 REQ:Aday & Cornelius: 181–185, 311–320, 329–333, 335–338
 REQ:Edwards, et al., 2002, *Increasing Response Rates to Postal ...*
 REQ:Czaja & Blair: 227–236
 Rec: Dillman (*Mail and Telephone Surveys*): 39–76, 160–198
 Telephone and Face-To-Face Interview Survey Procedures
 REQ:Aday & Cornelius: 311–320, 327–328
 REQ:Czaja & Blair: 193–201; 201–227
 REQ:Dykema, et al, 2008, *Face-to-Face Surveys*
 REQ:Kempf & Remington, 2007, *Telephone Survey Research in 21st Century*
 REQ:Kviz, 1998, *Nonresponse in Sample Surveys*
 REQ:Lavrakas, 2008, *Surveys by Telephone*
 REQ:AAPOR *Standard Definitions ...*
 REQ:AAPOR *Response Rate Calculator*
 Rec: Fu and Chu, 2008, *Different Survey Modes and International Comparisons*

Published Report of Survey Research (TBA) — Distributed

Rec: Aday & Cornelius: 391–404

SAQ 8: Random Digit Dialing Samples

- 11/23 (Wk. 14) Discussion of a Published Report of Survey Research
 Principles of Survey Interviewing
 REQ:Aday & Cornelius: 320–327
 REQ:Couper & Nicholls, 1998, *The History and Development of ...*
 Rec: Czaja & Blair: 239–253

SAQ 9: Survey Data Collection Procedures

- 11/30 (Wk. 15) **Workshop: Interviewer Training and Skills**
 Discussion about Survey Research Article Critique Assignment

SAQ 10: Survey Interviewing Procedures

Course Evaluation — available online

12/3 (Friday)	SURVEY RESEARCH ARTICLE CRITIQUE ASSIGNMENT — <u>DUE by 5:00 p.m.</u>
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