PA 582: Survey Data Collection Methods

Semester: Spring 2005

Instructor: Allyson L. Holbrook

Contact Information:
Phone: (312)996-0471
E-mail: allyson@uic.edu
Office: CUPPAH 627
Office Hours: By appointment.

Course Credits: 2 hours

Course Overview and Objectives: In this course, the impact of survey data collection techniques on data quality and survey costs will be reviewed. Major data collection methods used in surveys will be reviewed (e.g., face-to-face interviewing, telephone survey and mail questionnaires), and studies comparing these modes will be discussed. New advances in data collection, including computer-assisted telephone interviewing (CATI), computer-assisted personal interviewing (CAPI), and other methods will also be reviewed. Finally the role of interviewers, their impact on survey data, and the literature on interviewer effects will be reviewed and discussed.

Required Texts:

None, readings will be made available or provided to students during the semester.

Course Policies:

Class Discussion: Each class will be divided so that approximately half of the class is lecture and half is discussion. Each student will be responsible for generating 2 (or more) discussion questions about the readings from each week. Questions should be e-mailed to the instructor (allyson@uic.edu) no later than noon the day of class.

Written Assignments: There will be three exercises handed out for homework during the course of the semester. These exercises are designed for you to (1) practice the concepts covered in the block of lessons to which it pertains; (2) demonstrate your understanding and mastery of these concepts; (3) apply these concepts; and (4) prompt your discussion and questions. The exercises will be distributed one week before the due date. (Note: Due dates are annotated in the course schedule.) On the day the exercise is due, each student will be asked to give a brief summary (3-5 minutes) of his or her completed assignment.

Deadlines: All assignments are due at the beginning of class on the day they are due. Students will lose 10% credit for each day that an assignment is late. In addition, do the assigned readings before they are discussed in class.
Extensions for assignments: Extensions for assignments are at the discretion of the instructors and should be requested before the deadline. Emergencies will be considered on a case-by-case basis. If you have a question about an extension, please talk to the instructor.

Plagiarism or cheating: Don’t do it. It’s not worth it. Guidelines regarding academic integrity at UIC are available online <http://www.uic.edu/depts/sja/integrit.htm>, and sanctions for academic dishonesty are also available <http://www.uic.edu/depts/sja/chpt3.htm#3>. Please don’t put us in a position where we need to learn more about these policies.

Attendance: Ten points will be assigned based on attendance. If you must miss a class, please let the instructors know in advance. Class attendance is strongly encouraged. Active involvement in class is also expected. If your final grade is on the border, a subjective assessment of your class participation may be used to make final adjustments.

Grades

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percent of Total Grade</th>
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<tbody>
<tr>
<td>Exercise #1 (Due Week 3)</td>
<td>15</td>
<td>15.0</td>
</tr>
<tr>
<td>Exercise #2 (Due Week 4)</td>
<td>15</td>
<td>15.0</td>
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<tr>
<td>Exercise #3 (Due Week 5)</td>
<td>15</td>
<td>15.0</td>
</tr>
<tr>
<td>Discussion Questions &amp; Participation in Class Discussion</td>
<td>20</td>
<td>20.0</td>
</tr>
<tr>
<td>Final Exam</td>
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<td>Class Attendance</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 points</strong></td>
<td><strong>100 %</strong></td>
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Outline:

January 11 (Week 1):

Part I: Introduction and Overview of course
  Part II: Strengths and Weaknesses of Three Primary Modes of Data Collection

January 18 (Week 2): Mode combinations/comparisons

Exercise #1 Distributed

January 25 (Week 3): Technology and survey interviewing
Exercise #1 Due

Part I: Student reports on Exercise #1.
Part II: Computer assisted interviewing
Part III: New Modes of Data Collection

February 1 (Week 4): The Role of the Interviewer

Exercise #2 Distributed

Part I: Interviewer training and supervision
Part II: Interviewer Effects

February 8 (Week 5):

Exercise #2 Due

Part I: Student reports on Exercise #2.
Part II: Respondent Selection
Part III: The Impact of Incentives

February 15 (Week 6):

Exercise #3 Distributed

Part I: Standardization and control versus the role of conversation
Part II: Establishment and Elite Surveys

February 22 (Week 7):

Exercise #3 Due
Part I: Student reports on Exercise #3.
Part II: Longitudinal/Panel surveys

March 1 (Week 8):

Part I: Final Exam
Part II: Summing up and instructor evaluations
Schedule and Reading Assignments

Week 1:

Part I: Introduction and Overview of course

Readings:

Required:


Optional:


Part II: Strengths and Weaknesses of Three Primary Modes of Data Collection

Readings:

Required:


Optional:


Week 2: Mode combinations/comparisons

Exercise #1 Distributed

Readings:

Required:


Optional:


Week 3: Technology and survey interviewing

Exercise #1 Due

Part I: Student reports on Exercise #1
Part II: Computer assisted interviewing

Readings:

Required:


Optional:


Part III: New Modes of Data Collection

Readings:

Required:


Optional:


Week 4: The Role of the Interviewer

Exercise #2 Distributed

Part I: Interviewer training and supervision

Readings

Required:


Optional


Part II: Interviewer Effects

Readings:

Required:


Optional:


Week 5:

Exercise #2 Due

Part I: Student reports on Exercise #2.
Part II: Respondent Selection

Readings

Required:


Optional:

Part III: The Impact of Incentives

Readings:

Required:


Optional:


Week 6:

Exercise #3 Distributed

Part I: Standardization and control versus the role of conversation

Readings:

Required:


Optional:

Part II: Establishment and Elite Surveys

Readings:

Required:


Optional:


Week 7:

Exercise #3 Due

Part I: Student reports on Exercise #3.
Part II: Longitudinal/Panel surveys
Readings

Required:


Optional:


Week 8:

Part I: Final Exam
Part II: Summing up and instructor evaluations.