

## SKETCH FOR A 5-DAY COURSE ON SURVEY METHODOLOGY

day 1	<ul style="list-style-type: none"><li>• doing research with survey data: the research process</li><li>• modes of data collection and sampling procedures</li></ul>
day 2	<ul style="list-style-type: none"><li>• Survey designs from an error perspective: representation errors vs. measurement errors</li></ul>
day 3	<ul style="list-style-type: none"><li>• Respondent behavior from a rational choice perspective and lessons learnt from cognitive psychology: sensitive questions and social desirability, satisficing, heuristics</li></ul>
day 4	<ul style="list-style-type: none"><li>• Asking questions: recommendations for designing questionnaires</li></ul>
day 5	<ul style="list-style-type: none"><li>• Introduction to programming questions and conducting surveys in Unipark</li></ul>

Optional topics that could be briefly covered if students are interested: Randomized Response Techniques, crosswise models, factorial surveys, falsifications by interviewers.

### Literature

Bradburn, Norman M., Seymour Sudman, and Brian Wansink (2004): Asking questions. The definitive guide to questionnaire design. San Francisco: Jossey-Bass.

De Leeuw, Edith D., Joop J. Hox and Don A. Dillman [Eds] (2008): International handbook of survey methodology, New York [u.a.]: Lawrence Erlbaum Associates.

Engel, Uwe, Ben Jann, Peter Lynn, Annette Scherpenzeel, and Patrick Sturgis [Eds] (2014): Improving Survey Methods: Lessons from Recent Research. Routledge.

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

Krosnick, Jon A. (1991): Response Strategies for Coping with the Cognitive Demands of Attitude Measures in Surveys. *Applied Cognitive Psychology* 5(3): 213–36.

Tourangeau, Roger, Lance J. Rips, Kenneth Rasinski (2000): The Psychology of Survey Response. Cambridge University Press.

Tourangeau, Roger and Ting Yan (2007): Sensitive Questions in Surveys. *Psychological Bulletin* 133(5): 859–83.