



Certificate in Survey Process

On-line

(As of 15 December)

Monday, 21 March

- 0900 - 0930** **Introductions**
- 0930 - 1030** **Why & What are Surveys**
- 1030 - 1200** **Decision Maker Bias (Pt 1)**
- 1200 - 1300** **Lunch**
- 1300 - 1330** **Decision Maker Bias (Pt 2)**
- 1330 - 1430** **Design: Problem Frame & Survey Mode**
- 1430 - 1600** **Exercise: Problem Define & Selection**
- 1600** **Team Building Social**
Team Building Social will be self-paced and self-administered. Readings for deeper insights include:
- Statistics for Survey Analysis; Fricker, R. D.
 - Survey Errors and Survey Costs; Groves, R. M.
 - Mail and Internet Surveys; Dillman, D. A.
 - Design and Analysis; Lohr, S. L. – Cognitive Aspects of Survey Methodology (CASM)
 - The survey response process from a cognitive viewpoint; Tourangeau, R.
 - Thinking Fast and Slow; Kahneman, D.

Tuesday, 22 March

- 0900 - 1000** **Design: Intro to Question Development**
- 1000 - 1030** **Design: Operational Design**
- 1030 - 1100** **Exercise: Questionnaire Analysis**
- 1100 - 1130** **Interview Styles**

1130 - 1230 **Lunch**
1230 - 1330 **Design: Question Design**
1330 - 1500 **Design: Questionnaire Design**
1500 - 1600 **Exercise: Question Development**

Wednesday, 23 March

0900 - 0920 **Exercise: Dog in a hat**
0920 - 1040 **Design: Pre-Test and Focus Groups**
1040 - 1200 **Exercise: Pre-Test Questions**
1200 - 1300 **Lunch**
1300 - 1400 **Inference and Error in Surveys**
1400 - 1430 **Sampling: Frames and Coverage Error**
1430 - 1600 **Sampling: Design and Sampling errors**

Thursday, 24 March

0900 - 1000 **Sampling: Non-Response in Sample Surveys**
1000 - 1100 **Analysis: Post Collection of Survey Data**
1100 - 1130 **Exercise: Survey Analysis Plan**
1130 - 1230 **Lunch**
1230 - 1330 **Analysis: Case Study Descriptive**
1330 - 1430 **Analysis: Case Study Advanced Analytics**
1430 - 1500 **Survey Analysis: Tools**
1500 - 1600 **Exercise: Course Wrap up**