

RSS02.D3 Survey and Questionnaire Design detailed program

	Topic(s)	
Day 1.1	The place of survey in the space of social research methodology The lifecycle of a survey research	Qualitative and quantitative methods Validity, reliability, causality The lifecycle of a survey research: from finding a research topic to publication
Day 1.2	Survey mode choices	PAPI, CAPI, CASI, CATI, and CAWI
Day 2.1	Sampling	Basic concepts Representativity Probability and non-probability sampling Multi-stage sampling The role of stratification
Day 2.2	Questionnaire design#1	Levels of measurement of survey constructs How to write survey questions: principles
Day 3.1	Questionnaire design#2	How to write survey questions: concepts and examples
Day 3.2	Questionnaire design#3	Design effect Causes of nonresponse
Day 4.1	Questionnaire and database creation#1	Paper-based vs. online questionnaires Formal requirements
Day 4.2	Questionnaire and database creation#2 Techniques for maximizing data quality	Online questionnaires creation techniques Data recording Structure of the dataset Data cleaning Weighting
Day 5.1	Hypothesis, questionnaire design and analysis	The importance of levels of measurement The goals of description, classification and analysis How to think forward and backward at the same time: the synchronization of hypothesis, survey questions and statistical testing
Day 5.2	Final presentations	Students present their research plan focusing on the topics the course covered