

Centre for Statistics

SRM Institute of Science and Technology

Workshop on Survey Design Methodology

Survey Methodology

This course will cover the basic elements of designing and evaluating questionnaires. We will review the process of responding to questions, challenges and options for asking questions about behavioural frequencies, practical techniques for evaluating questions, mode specific questionnaire characteristics, and review methods of standardized and conversational interviewing.

Introduction and Unit 1: Overview of Standardized Interviewing

Introduction; Different types of questions, Measurement error in questions: Bias and variance; Standardized and conversational interviewing; from specifying a concept to asking questions

Unit 2: Response Process

Comprehension; Retrieval; Judgment; Response

Unit 3: Asking Factual Questions

Facts and quasi facts; Memory and recall; Asking sensitive questions; Mode, privacy and confidentiality

Unit 4: Measuring Attitudes

Context effects in attitude questions; Use of different scales; Offering don't know options; Response order effects

Unit 5: Testing Questionnaires

Expert reviews and focus groups; Cognitive interviews; Behavior coding; Quantitative techniques

Course Date

16th May 2022 – 20th May 2022

Participant Fee

1000 INR/Person

Co-ordinator

Dr. M. Bagavandas (Head)

Course Instructors

Mr. V. Raghul Gandhi

No of Participants: 16

