

Survey Research Methods

Preliminary syllabus

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Course Description

This course aims to provide doctoral students with a thorough introduction to the issues and methods of modern survey research. It begins with a brief review of the history of survey research and its many applications in government and business. It then covers the core methodological steps of survey research, including defining and sampling populations, methods of data collection, designing and evaluating questions and questionnaires, data processing and weighting, and the analysis of survey data. Special attention will be given to emerging issues in survey methods, such as the use of web-based questionnaires and online access panels, the use of secondary survey data, surveying organizations, the cognitive aspects of survey methodology, and survey-based experiments.

Textbooks and readings

Dillman, Smyth, & Christian (2009). *Internet, mail, and mixed-mode surveys (3rd edition)*.

Groves, Fowler, Coupen, Lepkowski, Singer & Tourangeau (2009). *Survey Methodology (2nd edition)*.

Selected articles on survey methodology (to be assigned).

Requirements

In addition to the required readings and class participation, students will be expected to complete three assignments: 1) the design of a survey, including a sampling plan and questionnaire for a potential survey the student might conduct; 2) the analysis of survey data from a secondary source of the students' choosing; and 3) a critique of an original survey as reported in a journal in the student's field of interest (including both the survey methodology itself and how it is reported).

Schedule of topics

1. Introduction
2. History and applications
3. Coverage and survey sampling

4. Questions and questionnaire design
5. Validity of survey responses
6. Modes of data collection
7. Internet surveys
8. Organizational surveys
9. Secondary survey data
10. Weights and missing data
11. Data reduction and scaling
12. Multivariate analysis of survey data
13. Survey-based experiments
14. Conclusion