

# Doctoral course, “Survey Methodology” at IDHEAP – Outline

Sep 26/27

The course covers the theory and practice of designing and implementing surveys. We discuss choices made while designing a questionnaire, the consequences of these choices for the data quality, and procedures to evaluate the quality of the survey design. On the theoretical level, cognitive psychology will play an important role in trying to explain various processes that affect how respondents react to surveys. On a more practical level, we start with basic decisions of survey design such as type of questions and response scales. The course further covers different ways of administering a survey, such as face-to-face, web, and phone surveys, and the consequences of mixing these modes. Other practical aspects such as sampling, (non-)response and administering surveys in a comparative setting (between countries including different languages) are also discussed.

The two-day course consists of lectures to introduce the various topics, practical parts to apply the acquired knowledge, e.g. designing own survey questions or critically evaluating existing ones. The practical parts will happen individually or as group work and also include free-to-use computer simulations. There is no need of any specific knowledge to participate in the course. Students with basic survey knowledge are also welcome to attend the course to deepen their existing knowledge. Participants do not have to work with surveys for their PhD projects, but are encouraged to apply the material and acquired knowledge to their own research interests.

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