

TENTATIVE Outline*
Sociology 525: Survey Practicum
Room 216, CUE
Tu-Thurs, 1:25-2:40pm

IMPORTANT: This outline is very tentative. Some of the practicum activities have to be scheduled when I can get SESRC staff to help with them, or access to certain facilities. The time that works for each of them depends upon workload. Thus, I may move sections around, depending upon what time works best. Also, the practicum assignments are tentative. I may change the nature of certain assignments if I find something that I think will work better. Thus, I suggest that you think of this outline as giving you perspective

Week 1:

Jan. 10 & 12

Introduction and Procedures

What makes surveys work; an error reduction perspective
How survey methods are changing and why.

Practicum #1—Minimizing survey error—assigned Thursday, Due Tuesday, January 17th at the beginning of the class period.

Week 2:

Jan. 17 & 19

Writing questions – The fundamentals
Practicum #2—Revising a set of questions.

Week 3:

Jan. 24 & 26

Writing Questions: The Fundamentals (continued) and Testing Them

Practicum #3—Conducting a cognitive interview: The respondent perspective

Week 4:

Jan. 31 & F. 2

Writing Questions – Dealing with Question Context and Survey Mode Influences

Week 5:

Feb. 7 & 9

How Visual Languages Influence Survey Response

Practicum #4—Solving a visual design problem

Week 6:

Feb. 14 & 16

Visual Language: Advanced Perspectives

Week 7:

Feb. 21 & 23

Mail Survey Implementation

Practicum #5—Linking visual design and mail implementation

Week 8:

Feb 28 & M. 2

Additional Mail Perspectives

Practicum #6—Designing implementation procedures

- Week 9:**
Mar. 7 & 9 Tailored Design Applications
- How institutional factors in the government, university, and private sectors influence survey design
- Week 10:**
Mar. 14 & 16 *****Spring Break*****
- Week 11:**
Mar. 21 & 23 Designing Web Surveys
- Practicum #7—Designing a web survey
- Week 12:**
Mar. 28 & 30 Implementing Web Surveys
- Week 13:**
April 4 & 6 Telephone Survey Design
- Practicum #8—CATI interviewing skills
- Week 15:**
April 8 & 10 Telephone Implementation and Interactive Voice Response (IVR) Surveys
- Practicum #9—Converting a self-administered questionnaire for telephone and mixed-mode use
- Week 16:**
April 18 & 20 Designing Mixed-Mode Surveys
- Human Subject, Office of Management and Budget and Ethics Examination
- Week 17:**
April 25 & 27 Future Perspectives

*This outline is likely to change depending upon arrangements for practicum assignments that involve others. A few topics may change because of student backgrounds, interests, and the time it takes for addressing particular topics.