Survey Design and Implementation in International Contexts
SURV 699E
1 credit/2 ECTS
Summer 2019
Section 1

Instructor
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Video Lecture by Zeina Mneimneh, PhD.

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Short Course Description
This course focuses on design and implementation considerations for different phases of the survey lifecycle when conducting surveys internationally or outside of one’s home country. Overview and considerations related to ten topics are discussed: Total Survey Error framework, project stakeholders, triple constraints, bids and contracts, sampling and sample management, questionnaire and instrument design, translation and adaptation, pretesting and cognitive interviews, interviewers and data collection, and interviewer monitoring.

Course and Learning Objectives
By the end of the course, students will understand fundamental design and implementation considerations related to key stages of the survey lifecycle for conducting surveys in a different national context including:

- Overall survey design and the Total Survey Error framework
- Project management including stakeholders and the triple constraints of time, cost, and scope
- Bids and contracts
- Sampling and sample management
- Questionnaire and instrument design
- Translation and adaptation
- Pretesting and cognitive interviews
- Interviewers, data collection, and interviewer monitoring

Prerequisites
There are no specific prerequisites; however, some background in survey operations is helpful.
Class Structure and Course Concept
This is an online course using a flipped classroom design. It covers the same material and content as an on-site course but runs differently. In this course, you are responsible for watching video recorded lectures and reading the required literature or watching required videos for each unit and then “attending” mandatory weekly one-hour online meetings where students have the chance to discuss the materials from a unit with the instructor. Just like in an on-site course, homework will be assigned and graded and there will be quizzes planned within a specific time window.

Although this is an online course where students have more freedom in when they engage with the course materials, students are expected to spend the same amount of time overall on all activities in the course – including preparatory activities (readings, studying), in-class-activities (watching prerecorded videos, attending the live online meetings), and follow-up activities (working on assignments) – as in an on-site course. As a rule of thumb you can expect to spend approximately 1h/week on in-class-activities and an average of 12 hours per week on out-of-class activities (preparing for class, readings, assignments, and studying for quizzes. Therefore, the workload in all courses will be approximately 13h/week. This is a 1-credit course that runs for 4 weeks. Please note that the actual workload depends on your personal knowledge.

Mandatory Weekly Online Meetings
*Thursdays, 12:00 PM EDT/6:00 PM CEST, starting July 25*

Meetings will be held online through Zoom. Follow the link to the meeting sessions on the course website on [https://www.elms.umd.edu/](https://www.elms.umd.edu/). If video participation via Internet is not possible, arrangements can be made for students to dial in and join the meetings via telephone.

In preparation for the weekly online meetings, students are expected to watch the lecture videos and read the assigned literature or view assigned recordings before the start of the meeting. In addition, students are encouraged to post questions about the materials covered in the videos and readings of the week in the forum before the meetings (*deadline for posting questions is 24 hours before the online meeting*).

Students have the opportunity to use the Zoom meeting room set up for this course to connect with peers outside the scheduled weekly online meetings (e.g., for study groups). Students are encouraged to post the times that they will be using the room to the course website forum to avoid scheduling conflicts. Students are not required to use Zoom and can of course use other online meeting platforms such as Google Hangout or Skype.
Grading
Grading will be based on:

- Participation in discussion during the weekly online meetings and submission of questions (10% of the grade)
- 4 online quizzes (20% of the grade)
- 2 homework assignments (70% of the grade; each 35%)

Dates of when assignment will be due are indicated in the syllabus. No extension will be granted unless the instructor approves it beforehand.

Technical Equipment Needs
The learning experience in this course will mainly rely on the online interaction between students and the instructor during the weekly online meetings. Therefore we encourage all students in this course to use a web camera and a headset. Decent quality headsets and web cams are available for less than $20 each. We ask students to refrain from using built-in web cams and speakers on their desktops or laptops. We know from our experience in previous online courses that this will reduce the quality of video and audio transmission and therefore will decrease the overall learning experience for all students in the course. In addition, we suggest that students use a wire connection (LAN), if available, when connecting to the online meetings. Wireless connections (WLAN) are usually less stable and might be dropped.

Long Course Description
This course focuses on design and implementation considerations for different phases of the survey lifecycle when conducting surveys internationally or outside of one’s home country. In the first unit, we review Total Survey Error which is a widely accepted conceptual framework for organizing and identifying potential error sources and their relative magnitude and can assist in the evaluation of design and implementation tradeoffs. We then cover fundamental project management concepts including project stakeholders and the triple constraints of cost, time, and scope, which are critical to successful completion of survey projects. The second unit includes discussion of key considerations when soliciting bids and drawing up and executing contracts to ensure a high quality and cost-effective survey data collection for the budget available as well as sampling and sample management fundamentals when conducting surveys in varying cultural and national contexts. In the third unit, we cover questionnaire and instrument design essentials to consider when designing instruments for respondents with varying cultural and linguistic backgrounds including context effects and response styles. We also discuss translation and adaptation and pretesting and cognitive interviews. The final unit focuses on interviewers, including discussion of potential error stemming from interviewers (i.e., interviewer effects) and how to approach
interviewer recruitment, training, and remuneration, key data collection considerations including the mode of data collection and the presence of third parties, and in the case of interviewer-administered surveys, recent approaches and innovations in interviewer monitoring to prevent and detect unintentional and intentional deviations for study protocols.

Readings and Additional Videos
Assigned readings are listed under each lecture.

In addition to the video lectures, additional videos (from the Center for Capacity Building in Survey Methods and Statistics website) are also assigned for each unit. To access these videos, please follow the instructions listed here:

Academic Conduct
Clear definitions of the forms of academic misconduct, including cheating and plagiarism, as well as information about disciplinary sanctions for academic misconduct may be found at

https://www.president.umd.edu/sites/president.umd.edu/files/documents/policies/III-100A.pdf (University of Maryland) and


Knowledge of these rules is the responsibility of the student and ignorance of them does not excuse misconduct. The student is expected to be familiar with these guidelines before submitting any written work or taking any exams in this course. Lack of familiarity with these rules in no way constitutes an excuse for acts of misconduct. Charges of plagiarism and other forms of academic misconduct will be dealt with very seriously and may result in oral or written reprimands, a lower or failing grade on the assignment, a lower or failing grade for the course, suspension, and/or, in some cases, expulsion from the university.

Accommodations for Students with Disabilities
In order to receive services, students at the University of Maryland must contact the Disability Support Services (DSS) office to register in person for services. Please call the office to set up an appointment to register with a DSS counselor. Contact the DSS office at 301.314.7682; http://www.counseling.umd.edu/DSS/.

Students at the University of Mannheim should contact the Commissioner and Counsellor for Disabled Students and Students with Chronic Illnesses at
Course Evaluation
In an effort to improve the learning experience for students in our online courses, students will be invited to participate in an online course evaluation at the end of the course (in addition to the standard university evaluation survey). Participation is entirely voluntary and highly appreciated.

Class Schedule
Please note that assignments and dates are subject to change. Information (e.g., articles and assignments) posted to the course website supersedes the information noted here.

Unit 1: The Total Survey Error framework, project stakeholders, and the triple constraints of time, cost, and scope

Video lecture: available July 18, 2019

Online meeting: Thursday, July 25, 2019, 12:00 PM EDT/6:00 PM CEST

Online quiz 1 due: Thursday, July 25, 2019, 12:00 PM EDT/6:00 PM CEST

Homework #1 posted

Readings/Videos:


http://www.uni-mannheim.de/studienbueros/english/counselling/disabled_persons_and_persons_with_chronic_illnesses/

Recommended (optional):

**Unit 2: Bids and contracts and sampling and sample management**

Video lecture: available July 25, 2019

Online meeting: Thursday, August 1, 2019, 12:00 PM EDT/6:00 PM CEST

Online quiz 2 due: Thursday, August 1, 2019, 12:00 PM EDT/6:00 PM CEST

Homework #1 due: Friday, August 2, 2019, 5:00 PM EDT/11:00 PM CEST

Readings/Videos:


An overview of frame building and associated issues can be found in Household Sample Surveys in Developing and Transition Countries (Section B: Sample Design) [http://unstats.un.org/unsd/hhsurveys/sectionb_new.htm](http://unstats.un.org/unsd/hhsurveys/sectionb_new.htm)


Recommended (optional):


Unit 3: Questionnaire and instrument design, translation and adaptation, and pretesting and cognitive interviews

- Video lecture: available August 1, 2019
- Online meeting: Thursday, August 8, 2019, 12:00 PM EDT/6:00 PM CEST
- Online quiz 3 due: Thursday, August 8, 2019, 12:00 PM EDT/6:00 PM CEST
- Homework #2 posted

Readings/Videos:


Recommended (optional):


**Unit 4: Interviewers, data collection, and interviewer monitoring**

Video lecture: available August 8, 2019

Online meeting: Thursday, August 15, 2019, 12:00 PM EDT/6:00 PM CEST

Online quiz 4 due: Thursday, August 15, 2019, 12:00 PM EDT/6:00 PM CEST

Homework #2 due: Friday, August 16, 2019, 5:00 PM EDT/11:00 PM CEST

Readings:


Recommended (optional):


**Project/Homework/Final Exam**

Homework #1 due Friday August 2, 2019 at 5:00 PM EDT/11:00 PM CEST
Homework #2 due Friday August 16, 2019 at 5:00 PM EDT/11:00 PM CEST

**Note:** Student access to the course website will be revoked four weeks after last online meeting.