



SURVEY OPERATIONS AND QUESTIONNAIRE DESIGN (SS 2)

Data collection through the use of surveys have numerous practical applications, ranging from conducting cultural research to measuring political preferences. This makes it an indispensable data source in statistical analysis. The training program is specifically designed to cover the important phases of survey operations, beginning with an overview of sampling concepts that are instrumental in survey design, up to managing and processing initial survey results. With this course, participants will also learn the requirements and best practices for developing questionnaires and conducting the actual surveys.

Purpose

To provide participants with an understanding of the principles and steps in the conduct of surveys and questionnaire design, and provide skills in data processing and management of survey results.

Benefits to the Participants

Practical knowledge of the basic techniques in the conduct of surveys, questionnaire construction, and skills to process survey results, supported by sound statistical techniques. Concepts are reinforced with case scenarios from actual field experiences of survey operations. The knowledge and skills learned in this training prepares the participant to the rudiments of conducting a survey which is a very important tool for data collection.

Target Participants

People involved in designing and conducting surveys and wish to gain understanding on how to collect data accurately using questionnaires. Participants are required to have knowledge on basic statistics and to have skills in using Microsoft Excel and other computer operations. Basic Statistics 1: Descriptive Statistics (BS 1) is a recommended prerequisite course.

Course Coverage

- I. Basic Concepts in Sampling
 1. Role of Sampling in Statistical Inference
 2. Data Collection Methods
 3. Survey as a Data Collection Tool
 4. Stages of Survey Work
- II. Questionnaire Design
 1. Questionnaire Construction
 2. Pre-test
 3. Operations Manual
- III. Data Collection
 1. Interviewing Techniques
 2. Training of Enumerators
 3. Data Quality Control
- IV. Data Processing
 1. Data Editing
 2. Deterministic Tests
 3. Data Coding
 4. Generation of Summary Tables of Survey Results

Duration: 4 Days – 8:30am to 4:00pm