

QUANTITATIVE RESEARCH TRAINING COURSES Edinburgh

- 23 November 2010** Questionnaire Design
24 November 2010 Key Aspects of Survey Implementation
25 November 2010 Survey Sampling
26 November 2010 Basic Statistical Analysis

The most popular method of quantitative data collection in the social sciences is through a questionnaire in the form of a survey. This series of courses is designed to provide a thorough and practical introduction to survey design, sampling and data analysis.

Dr. Pamela Campanelli will lead the courses on all 4 days. **Pamela** is a Survey Methods Consultant, Chartered Statistician and Chartered Scientist. She received her Ph.D. in statistics from the London School of Economics, and an M.A. in applied social research and B.A. in psychology from the University of Michigan. Pamela has worked at the University of Michigan, the Center for Survey Methods Research at US Bureau of the Census and has been Chief Research Officer at the Institute for Social and Economic Research and a Research Director at the Survey Methods Centre at the National Centre for Social Research. Her main interests are in the study of survey error and data quality issues, focusing on both the data collection and analysis side. In addition to her consultancy work, she regularly teaches short courses for the UK Centre for Applied Social Surveys (CASS), the Cathie Marsh Centre for Census and Survey Research (CCSR), UK government departments (e.g., the Home Office), the University of Essex, the University of Newcastle, the University of Kent, the University of Michigan Summer Institute (linked to the Joint Program in Survey Methodology), and the University of Hong Kong, as well as for various other institutions and businesses.

The cost to attend is

- 1 day - £185 members/£285 non-members
2 days - £345 members/£445 non-members
3 days - £480 members/£580 non-members
4 days - £600 members/£700 non-members

To become a member of SRA please visit – www.the-sra.org.uk

We offer a limited number of discounted places for full-time students and small charities. If you would like to apply for a discounted place, please contact Lindsay.

To book your place, please complete the [booking form](#) and return it to SRA Scotland Administrator, 590 Queensferry Road, Edinburgh, EH4 6AT or fax to 0131 538 6247. For further information please call 0131 538 6247 or send an email to Lindsay.adams@blueyonder.co.uk

All courses are interactive and there are workshops throughout so that participants can have practice applying their new skills.

8 March 2010 Questionnaire Design

General principles of designing questions (e.g., getting starting with new questionnaires, common pitfalls to avoid, problematic formats)

The questionnaire as a whole

Special Issues for interview versus self-completion design (including the pitfalls of poor visual design in postal and web surveys)

Some essentials of piloting

9 March 2010 Key Aspects of Survey Implementation

What is involved in a quantitative survey (including project management, planning, costing, timetabling)

Advantages and disadvantages of different methods of data collection

Monitoring survey quality during fieldwork

Coding and data processing

Understanding and minimising nonresponse

Survey ethics

10 March 2010 Survey Sampling

This course introduces participants to what sampling is, why it is important, and how it is implemented focusing on the practical aspects as well as some of the mathematics. The course will explore

Types of samples (probability versus non-probability)

How to construct a "sampling frame"

Types of probability samples (e.g., simple random, systematic, stratified, multi-stage clustered, unequal probabilities of selection).

What "sampling error" is

The role of sampling error in confidence intervals

How to determine sample size

A very brief introduction to the effects of different types of sample designs on confidence intervals

PLEASE BRING A CALCULATOR WITH A SQUARE ROOT FUNCTION.

11 March 2010 Basic Statistical Analysis

This course is about understanding the statistics behind the software packages. It is an opportunity for participants to ask that "embarrassing" statistical question they have always wanted to ask. **It is intended as a thorough refresher course for participants who have had some statistics in their past.**

Overview of analysis considerations

Some do's and don'ts of graphs and tables

Measures of central tendency and dispersion

Confidence Intervals

Hypothesis testing

Two-sample t-tests (for independent and paired data)

Chi-square test of independence

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