

# Survey Methods

## 1.0 - Overview

*Annibale Cois*

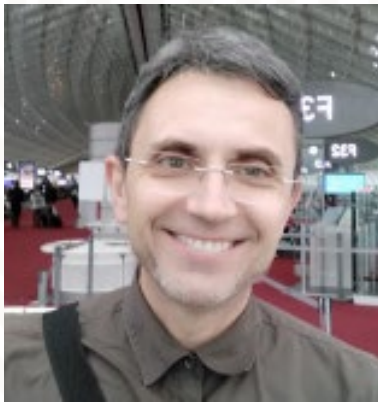
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Image by Call me Ishmael

# Teaching Staff and Contacts

Course  
Convenor



**Dr Annibale Cois**  
Stellenbosch  
University

Teaching  
Assistant



**Ms Stacey Blows**  
Stellenbosch  
University

Guest Lecturers



**Ms Rifqah  
Roomaney**  
SA Medical  
Research Council

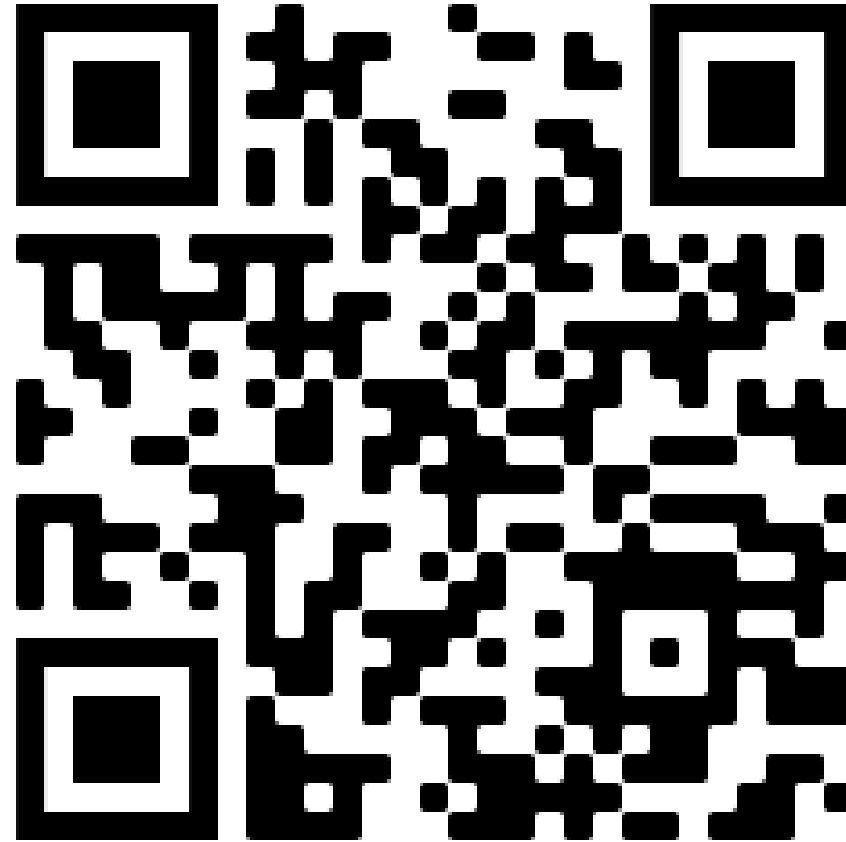


**Dr Alberto Caoci**  
University of  
Cape Town



**Mr Jerall Toi**  
Stellenbosch  
University

# A mini... survey



<https://forms.gle/bzitBy34Doq9aGfK8>





# Learning objectives

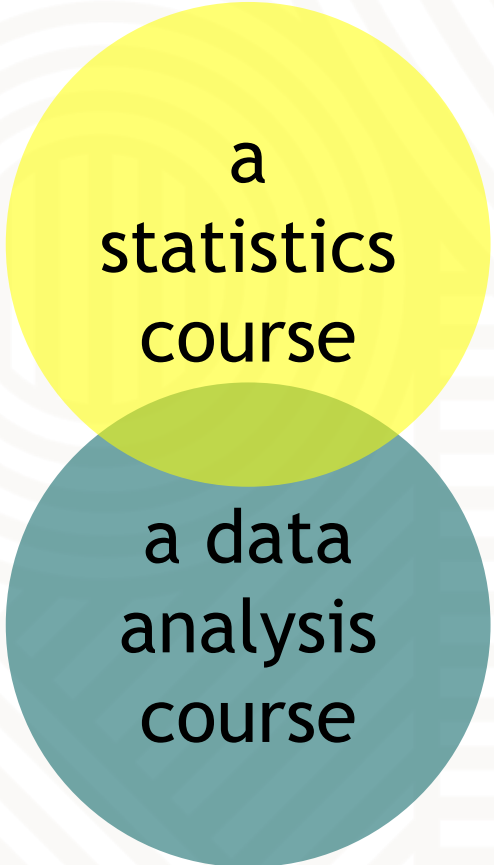
Goal:

provide participants with a **foundation** in sampling, item development, instrument design, and survey administration that would allow them to **conduct a survey**/be aware of the issues to consider in the design and implementation of a survey.

Learning objectives are to:

1. **Critically evaluate** surveys as a research tool in the health sciences
2. Understand **logic** and **process** of conducting surveys
3. Design a survey **sampling plan**
4. Design a **survey instrument** and choose a **mode of administration**
5. Understand **logistic**, **ethical** and **organisational** aspects in implementing a survey plan

# What this course is not



a  
statistics  
course

a data  
analysis  
course

- we assume you **understand the fundamental statistical concepts** (such a statistics, estimate, precision...) but not that you are a statistician.
- we will discuss the **statistical concepts behind sample size calculation**, with practical examples in simple cases, but not for more complex cases.
- we will also present some fundamental aspects that need to be taken into account when analysing survey data, but we **will not discuss details of survey data analysis**.
- however, **this is not to imply that statistics is not important in planning and analysis of survey data**. On the contrary, it is so important that it deserves a specific treatment (and a statistical background).
- Except for simple cases, **you need to consult a statistician when planning a survey**.

# Structure

Reading,  
**pre-reading**



Presentations



In-class exercises,  
discussion



Virtual surveys





# Readings, pre-readings



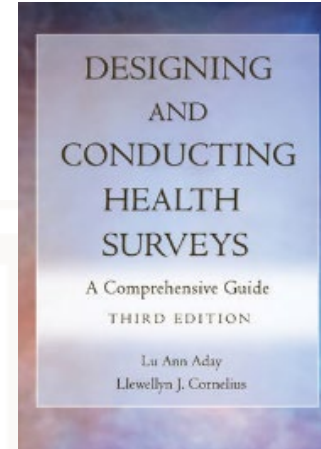
- ~~Textbook~~

- SUNLearn (references, copies when allowed)
- Physical copies for in-class exercises
- SU Library



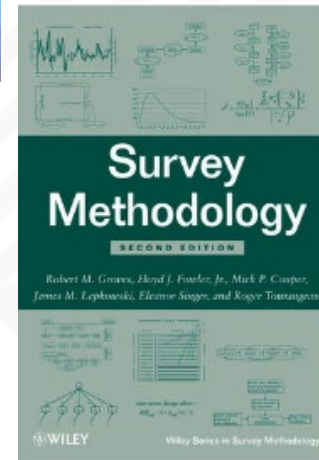
LIBRARY  
AND INFORMATION SERVICE

<https://library.sun.ac.za/en-za/Pages/Home.aspx>



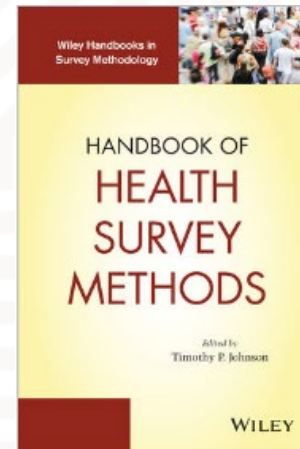
Aday L, Cornelius L. Designing and conducting health surveys: a comprehensive guide. 3rd ed. Jossey-Bass; 2006.

*3 versions at SU (1989,1996, 2006)*



Groves RM, Fowler Jr FJ, Couper MP, Lepkowski JM, Singer E, Tourangeau R. Survey methodology. John Wiley & Sons; 2009.

*2 versions at SU (2004, 2009)*



Johnson TP. Handbook of health survey methods. John Wiley & Sons; 2015.

# References

De Vaus, David. 2002. *Surveys in Social Research*. Allen & Unwin. Chapter 1 & 2.

Groves, Robert M. 2011. 'Three Eras of Survey Research'. *Public Opinion Quarterly* 75 (5): 861–71.

<https://doi.org/10.1093/poq/nfr057>.

Park, Yoon Soo, Lars Konge, and Anthony R. Jr Artino. 2020. 'The Positivism Paradigm of Research'. *Academic Medicine* 95 (5): 690–94. <https://doi.org/10.1097/ACM.0000000000003093>.

## Other resources

Babbie, Earl R. 2020. *The Practice of Social Research*. Cengage learning. Chapter 2

Brown, Megan E.L., and Angelique N. Dueñas. 2019. 'A Medical Science Educator's Guide to Selecting a Research Paradigm: Building a Basis for Better Research'. *Medical Science Educator* 30 (1): 545–53.

<https://doi.org/10.1007/s40670-019-00898-9>.

Lund, Crick, and Annibale Cois. 2018. 'Simultaneous Social Causation and Social Drift: Longitudinal Analysis of Depression and Poverty in South Africa'. *Journal of Affective Disorders* 229 (January): 396–402.

<https://doi.org/10.1016/j.jad.2017.12.050>.

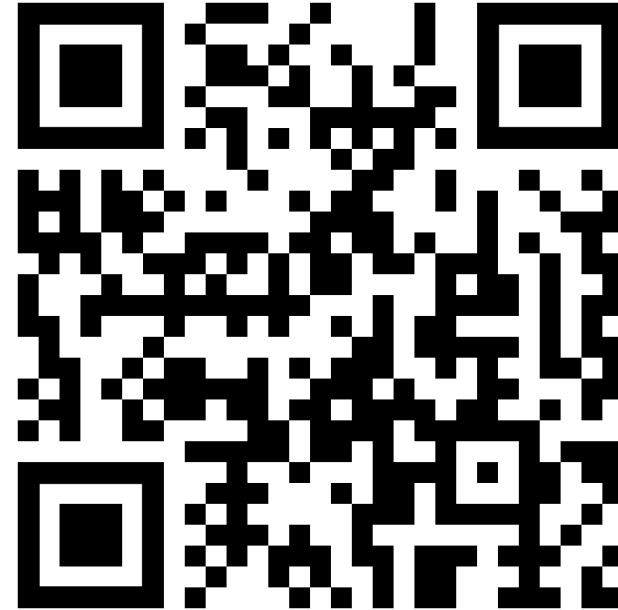
# Summary questions

- What is a survey?
- What differentiate a survey from other research methods?
- Which kind of data collection tools do surveys use?
- What is the role of theory in the survey process?



# SurveyLab?

A **virtual environment** for teaching survey methods and real-world data analysis



[www.surveylab.sun.ac.za](http://www.surveylab.sun.ac.za)

# Schedule

## AUGUST 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## SEPTEMBER 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3

tba

- The scope of survey research
- Surveys in health research
- Formalising the survey process

- Target population, study population and sampling
- Sampling strategies

- Power, precision and sample size
- Quantifying theoretical constructs
- Data collection tools

- Non-response bias
- Modes of administration
- Beyond questionnaires
- Qualitative methods in survey research
- Fieldwork

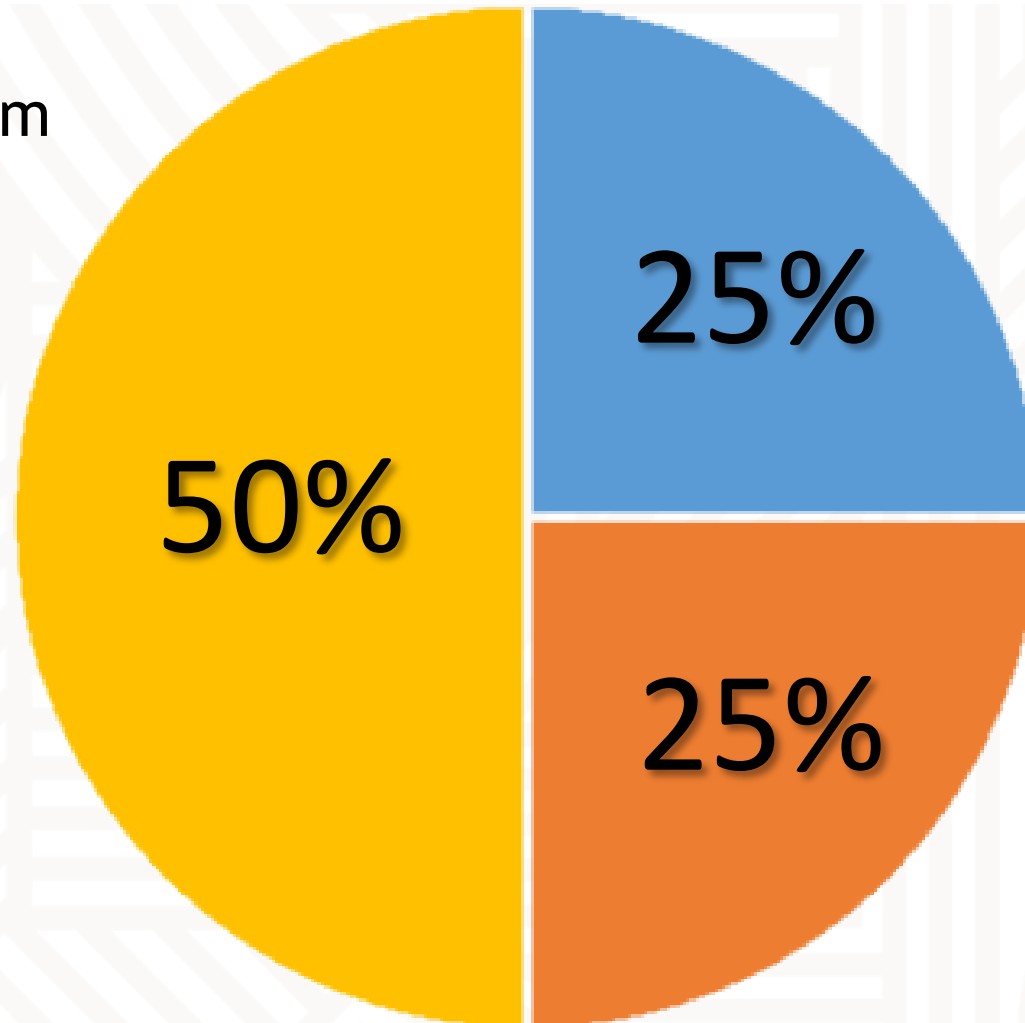
- Data management
- Data analysis & reporting
- Ethical Aspects
- Privacy and the POPI act

# Assessment

## Take-home exam

→ tbd  
h: 8:00  
← tbd+1  
h: 8:00

24 hours



## Assignment 1

→ 18/08/2022  
← 15/09/2022

4 weeks

## Assignment 2

→ 01/09/2022  
← 06/10/2022

5 weeks

# Content of assignments and exam

**A1** ● Critical evaluation of a survey report according to the TSE framework

**A2** ● Build your own survey protocol

**EXAM** ● A mix of multiple choice questions, open ended questions and exercises.



# Note:

- Release and submission on SUNLean
- Deadlines are strict (i.e. the systems won't allow submission after the deadline)
- 10%/day penalty for late submission



# Your work



## Find, access and use information effectively: a step-by-step guide: Turnitin

Find, access and use information effectively: a step-by-step guide

Home Start out Find Information Evaluate Information Communicate Use responsibly Referencing Training programmes and general orientation

### How do I submit a Turnitin assignment in SunLearn?

You may **E-mail:** [learn@sun.ac.za](mailto:learn@sun.ac.za) or contact your [faculty librarian](#) if you do not have access to Turnitin and want to use the Library Turnitin module on SunLearn.

### What is Turnitin and how does it work?

Turnitin is a tool to check the originality of your written work and it will provide guidelines where necessary to you regarding where and how you can improve it. Stellenbosch University students have access to Turnitin via <http://learn.sun.ac.za>; be sure to use Mozilla Firefox.

Turnitin is used by students at various academic establishments to measure plagiarism. Students upload assignments onto the Turnitin database where the papers are compared with billions of pages on the internet ([Turnitin Official website](#)). The results are returned in the form of an Originality Report that gives clear explanations of possible plagiarism.

### Login problems and Help

If you can't log in to <http://learn.sun.ac.za>, go to [UserAdmin](#) and change your password.

If you cannot view your documents try using Mozilla Firefox.

If you do not have access to Turnitin via one of your modules, give your **name** and **student number** to your faculty or branch librarian, Jeremiah Pietersen (Learning Commons) or Kirchner van Deventer (Research Commons) to upload you on the Information Skills Training – Turnitin module on SUNLearn.

Any other SUNLearn related queries (modules not showing etc.), email to: [learn@sun.ac.za](mailto:learn@sun.ac.za) or phone: +27 21 808-2222.

### Do you need formal Turnitin training:

A section on 'Turnitin and how to use it' is included in the Postgraduate Skills Development Programme's *Academic Writing Integrity: Avoiding Plagiarism*. An online version of the face-to-face workshop is housed on SUNLearn. You can find it [here\\*](#) (one can self-enrol for access to this SUNLearn module). Please self-enrol to complete the course as self-study.

<https://libguides.sun.ac.za/c.php?g=742962&p=5316901>

# Thank you

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Photo by Stefan Els