

Survey Methods

Content & readings

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
---------	------------	----------	------	------	-------	--------------	----------------

Session 1: Definitions, theory, overview of the survey process

1	0	30	L	08:30 – 09:00	Introductions and module overview		
1	1	60	L	09:00 – 10:00	The scope of survey research The nature of surveys Quantitative vs qualitative Surveys, theories and paradigms	Lund, Crick, and Annibale Cois. 2018. 'Simultaneous Social Causation and Social Drift: Longitudinal Analysis of Depression and Poverty in South Africa'. <i>Journal of Affective Disorders</i> 229 (January): 396–402. https://doi.org/10.1016/j.jad.2017.12.050 . (skip stats and details: understand the process)	De Vaus, David. 2002. <i>Surveys in Social Research</i> . Allen & Unwin. Chapter 1 & 2. Groves, Robert M. 2011. 'Three Eras of Survey Research'. <i>Public Opinion Quarterly</i> 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'. <i>Academic Medicine</i> 95 (5): 690–94. https://doi.org/10.1097/ACM.00000000000003093 .
1	2	45	L	10:00 – 10:45	Surveys in health research Background Types of surveys Alternative designs Examples		Aday, LA, LJ C. 2006. <i>Designing and Conducting Health Surveys: A Comprehensive Guide. 3rd Ed.</i> San Francisco, CA: Jossey-Bass. Chapters 1 & 2. Johnson, TP. 2015. <i>Handbook of Health Survey Methods</i> . Vol. 565. John Wiley & Sons. Chapter 1. Schofield, M, Forrester-Knauss. 2013. 'Surveys and Questionnaires in Health Research'. In <i>Research Methods in Health: Foundations for Evidence-Based Practice</i> , 2nd ed., 213–36.

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
							South Melbourne: Oxford University Press.

Break

1	3	60	L	11:15 – 12:00	Formalising the survey process Steps in the survey process Research questions The survey protocol	Shimizu, Yoichi, Katsunori Tsuji, Eisuke Ochi, Hirokazu Arai, Ryo Okubo, Aya Kuchiba, Taichi Shimazu, et al. 2020. 'Study Protocol for a Nationwide Questionnaire Survey of Physical Activity among Breast Cancer Survivors in Japan'. <i>BMJ Open</i> 10 (1): e032871. https://doi.org/10.1136/bmjopen-2019-032871 .	De Vaus, David. 2002. <i>Surveys in Social Research</i> . Allen & Unwin. Fandino, Wilson. 2019. 'Formulating a Good Research Question: Pearls and Pitfalls'. <i>Indian Journal of Anaesthesia</i> 63 (8): 611–16. https://doi.org/10.4103/ija.IJA_198_19 .
1	4	30	E	12:00 – 13:00	The SurveyLab environment Overview of the SurveyLab Access and test		

Lunch

1	5	120	E	14:00 – 16:00	SurveyLab exercise I Describe the environment Each group/person summarises a region extracting data from the various offices and present the results to the whole class		
---	---	-----	---	---------------	---	--	--

Session 2: The total survey error framework, Sampling strategies, power and bias

2	1	60	L	08:30 – 09:30	Survey error The Total Survey Error framework Understanding sources of error Cost, precision and bias: a trade-off Beyond error		Biemer, Paul P. 2010. 'Total Survey Error: Design, Implementation, and Evaluation'. <i>Public Opinion Quarterly</i> 74 (5): 817–48. https://doi.org/10.1093/poq/nfq058 . Groves, Robert M., and Lars Lyberg. 2010.
---	---	----	---	---------------	--	--	--

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
							'Total Survey Error: Past, Present, and Future'. <i>Public Opinion Quarterly</i> 74 (5): 849–79. https://doi.org/10.1093/poq/nfq065 .
2	2	30	L	09:30 – 10:00	Target population, study population and sampling The concept of representativeness	Leibbrandt, Murray, Ingrid Woolard, and Louise de Villiers. 2009. <i>Methodology: Report on NIDS Wave 1 . Technical Paper No. 1</i> . Southern Africa Labour and Development Research Unit. Pages 12-15.	Groves, Robert M, Floyd J Fowler Jr, Mick P Couper, James M Lepkowski, Eleanor Singer, and Roger Tourangeau. 2009. <i>Survey Methodology</i> . John Wiley & Sons.
2	3	90	L	10:00 – 11:30	Sampling strategies Probability vs non-probability samples Systematic sampling and systematic error Sampling strategies and data analysis	Scholtz, Salome E. 2021. 'Sacrifice Is a Step beyond Convenience: A Review of Convenience Sampling in Psychological Research in Africa'. <i>SA Journal of Industrial Psychology</i> 47 (0): 12. https://sajip.co.za/index.php/sajip/article/view/1837	Aday, LA, and LJ Cornelius. 2006. <i>Designing and Conducting Health Surveys: A Comprehensive Guide</i> . 3rd Ed2006. San Francisco, CA: Jossey-Bass. Chapter 6. Chapter 3. Fowler Jr, Floyd J. 2013. <i>Survey Research Methods</i> . Sage publications.Magnani, Robert, Keith Sabin, Tobi Saidel, and Douglas Heckathorn. 2005. 'Review of Sampling Hard-to-Reach and Hidden Populations for HIV Surveillance'. <i>AIDS</i> 19 (May): S67. https://doi.org/10.1097/01.aids.0000172879.20628.e1 .

Break

2	4	60	L	12:00 – 13:00	Power, precision and sample size The concept of power of a study Power, precision and sample size Principles of sample size calculation The 'paradox' of the preliminary data Myths about sample size calculations		Noordzij, Marlies, Giovanni Tripepi, Friedo W Dekker, Carmine Zoccali, Michael W Tanck, and Kitty J Jager. 2010. 'Sample Size Calculations: Basic Principles and Common Pitfalls'. <i>Nephrology Dialysis Transplantation</i> 25 (5): 1388–93. Serdar, Ceyhan Ceran, Murat Cihan, Doğan Yücel, and Muhittin A. Serdar. 2021. 'Sample Size, Power and Effect Size Revisited: Simplified
---	---	----	---	---------------	--	--	---

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
							and Practical Approaches in Pre-Clinical, Clinical and Laboratory Studies'. Biochemia Medica 31 (1): 010502. https://doi.org/10.11613/BM.2021.010502 .

Lunch

2	5	60	E	14:00 – 14:45	SurveyLab exercise II Sampling, bias and precision In-class exercise, individual		
2	6	15	E	14:45 – 15:00	SurveyLab exercise III Sampling, bias and precision Homework, individual		

Session 3: Measurement: concepts, tools

3	1	60	D	08:30 – 9:30	Exercise II Presentation of results and discussion Compare II & III Re-cap on basic concept on sampling, power and precision		
3	2	60	E	09:30 – 10:30	Measurement What does it mean “to measure”? Scale of measurement Theoretical constructs	Baron, Emily Claire, Thandi Davies, and Crick Lund. 2017. ‘Validation of the 10-Item Centre for Epidemiological Studies Depression Scale (CES-D-10) in Zulu, Xhosa and Afrikaans Populations in	Chiang, I.-Chant A., Rajiv S. Jhangiani, and Paul C. Price. 2015. ‘Reliability and Validity of Measurement’, October. https://opentextbc.ca/researchmethods/chapt

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
					Operationalisation, indicators and scales Reliability and validity	South Africa'. BMC Psychiatry 17 (1): 6. https://doi.org/10.1186/s12888-016-1178-x .	er/reliability-and-validity-of-measurement/ .
3	3	60	L	10:30 – 11:30	Questionnaires Question content, format and wording Questionnaire layout and response format	Aday, LA, and LJ Cornelius. 2006. Designing and Conducting Health Surveys: A Comprehensive Guide. 3rd Ed2006. San Francisco, CA: Jossey-Bass. Chapters 8-12.	Schaeffer, Nora Cate, and Jennifer Dykema. 2011. 'Questions for Surveys'. Public Opinion Quarterly 75 (5): 909–61. https://doi.org/10.1093/poq/nfr048 . Schaeffer, Nora Cate, and Stanley Presser. 2003. 'The Science of Asking Questions'. Annual Review of Sociology 29 (1): 65–88. https://doi.org/10.1146/annurev.soc.29.1107.02.110112 .

Break

3	4	60	E	12:00 – 13:00	Exercise: build a questionnaire		
---	---	----	---	---------------	--	--	--

Lunch

3	5	60	E	14:00 – 15:00	Questionnaire Piloting, review, discussion		
3	6	15	E	15:00 – 15:15	Present Assignment 1 SurveyLab exercise IV Response rates Homework, individual		

Assignment 1 out (due 15/09/2022)

Session 4: Non-response, mode of administration, other measurements

4	1	30	D	08:30 – 09:00	Exercise IV: presentation of results		
---	---	----	---	---------------	---	--	--

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
					and discussion		
4	2	30	L	09:00 – 9:30	Non-response bias Design vs realised sample Limiting non-response bias Adjusting for non-response bias	Simbayi, LCZK, Khangelani Zuma, Nompumelelo Zungu, S Moyo, E Marinda, S Jooste, M Mabaso, S Ramlagan, A North, and J Van Zyl. 2019. 'South African National HIV Prevalence, Incidence, Behaviour and Communication Survey, 2017: Towards Achieving the UNAIDS 90-90-90 Targets'. Chapter 2 & pages 39-46.	Fowler Jr, Floyd J. 2013. <i>Survey Research Methods</i> . Sage publications. Chapter 4 Leeper, Thomas J. 2019. 'Where Have the Respondents Gone? Perhaps We Ate Them All'. <i>Public Opinion Quarterly</i> 83 (S1): 280–88. https://doi.org/10.1093/poq/nfz010 .
4	3	60	L	09:30 – 10:30	Modes of administration Self-administered/Interviewer administered Digital data collection systems Online surveys	Bowling, Ann. 2005. 'Mode of Questionnaire Administration Can Have Serious Effects on Data Quality'. <i>Journal of Public Health</i> 27 (3): 281–91. https://doi.org/10.1093/pubmed/fdi031 .	Aday, LA, and LJ Cornelius. 2006. <i>Designing and Conducting Health Surveys: A Comprehensive Guide</i> . 3rd Ed 2006. San Francisco, CA: Jossey-Bass. Chapter 5 Johnson, Timothy P. 2015. <i>Handbook of Health Survey Methods</i> . Vol. 565. John Wiley & Sons. Chapter 12
4	4	60	L	10:30 – 11:00	Beyond questionnaires Integrating self-report with biomarkers/direct measurements/observation	Pappas, Gregory, and Adnan A. Hyder. 2005. 'Exploring Ethical Considerations for the Use of Biological and Physiological Markers in Population-Based Surveys in Less Developed Countries'. <i>Globalization and Health</i> 1 (November): 16. https://doi.org/10.1186/1744-8603-1-16 .	Boyle, John, Lewis Berman, James Dayton, Ronaldo Iachan, Matt Jans, and Randy ZuWallack. 2021. 'Physical Measures and Biomarker Collection in Health Surveys: Propensity to Participate'. <i>Research in Social and Administrative Pharmacy</i> 17 (5): 921–29. https://doi.org/10.1016/j.sapharm.2020.07.025 . Johnson, Timothy P. 2015. <i>Handbook of Health Survey Methods</i> . Vol. 565. John Wiley & Sons. Chapters 15 & 16.
Break							
4	5	60	G	11:30 – 12:30	Qualitative methods in survey research Qualitative research designs and		

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
					data analysis methodologies for questionnaire creation Analysing open-ended questions		
4	6	30	D	12:30 – 13:00	Discussion		

Lunch

4	7	120	G	14:00 – 16:00	Fieldwork Planning Piloting (Feasibility, Timing, Checklist) Gaining access Selection and training of fieldworkers Monitor survey data collection and quality control		
---	---	-----	---	---------------	---	--	--

Session 5: Data Management, analysis and reporting, ethics e protection of personal information

5	1	30	L	08:30 – 09:00	Data management Principles Checking, correcting, documenting Data management plans Data keeping and sharing	'Research Data Management Overview'. n.d. <i>Open Access and Open Data Steering Committee</i> (blog). Accessed 23 June 2022. https://www.library.yorku.ca/web/open/overview/ .	Fowler Jr, Floyd J. 2013. <i>Survey Research Methods</i> . Sage publications. Chapter 9. UK Data Service. 2013. 'UK Data Service - Data Management Costing Tool and Checklist'. UK Data Archive, University of Essex. https://dam.ukdataservice.ac.uk/media/622368/costingtool.pdf . Stellenbosch University. 2021. 'Stellenbosch University Research Data Management Regulations'. Division of Resaerch Development & Libraray Information Services, Stellenbosch University. https://www.sun.ac.za/english/Documents/Terms_and_conditions/Current/RDM_Regulations
---	---	----	---	---------------	--	---	---

Session	Subsession	Duration	Type	Time	Topic	Pre-readings	Other readings
							English.pdf .
5	2	60	L	09:00 – 10:00	Data analysis & reporting Data analysis plan and survey design Principles of data reporting What to report: a checklist	Babbie, Earl R. 2020. <i>The Practice of Social Research</i> . Cengage learning. Chapter 14.	Fowler Jr, Floyd J. 2013. <i>Survey Research Methods</i> . Sage publications. Chapter 10. Sharma, Akash, Nguyen Tran Minh Duc, Tai Luu Lam Thang, Nguyen Hai Nam, Sze Jia Ng, Kirellos Said Abbas, Nguyen Tien Huy, et al. 2021. 'A Consensus-Based Checklist for Reporting of Survey Studies (CROSS)'. <i>Journal of General Internal Medicine</i> 36 (10): 3179–87. https://doi.org/10.1007/s11606-021-06737-1 .
5	3	30	L	10:00 – 11:00	Ethical Aspects in survey research		Oldendick, Robert W. 2012. 'Survey Research Ethics'. In <i>Handbook of Survey Methodology for the Social Sciences</i> , 23–35. Springer. Chapter 3
Break							
5	4	60	G	11:30 – 12:30	Privacy and the POPI act	USAf has adopted a Code of Conduct re: POPIA as a guide to universities. https://www.usaf.ac.za/usaf-has-adopted-a-code-of-conduct-re-popia-as-a-guide-to-universities/	
Lunch							
5	5	60	D	13:30 – 14:30	Course evaluation, Focus group discussion		
5	6	30	D	14:30 – 15:00	Present Assignment 2 and exam Recap, Final remarks		
Assignment 2 out (due 06/10/2022)							