RECSM

Research and Expertise Centre for Survey Methodology

1st Summer School in Survey Methodology

Barcelona
7-11 July 2014

Universitat Pompeu Fabra *Barcelona*

RECSM
Research and Expertise
Centre for Survey Methodology

Contact Details

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Website: www.upf.edu/survey

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Ramon Trias Fargas, 25-27
08005 Barcelona

General Information

1st Summer School in Survey Methodology offers four courses during one week (July 7-11) in the Pompeu Fabra University, Barcelona. Single course enrollment is also possible.

Remember that the general registration deadline is June 20 and to ensure high course quality, the number of places on each course is limited. We therefore recommend early registration.

Objectives

Provide the participants the knowledge about the main issues related to the implementation of survey studies and the best way to deal with them.
Understand and apply sophisticated statistical techniques to survey data.

Target group:

Business professionals who develop their work in survey methodology and/or statistical methods, teachers, researchers and students.

Fees and Payments Details

To sign up for the Summer School, please go to: www.upf.edu/survey and select Online registration. The registration deadline is June 20th.

Fee for each course:

Professional rate	400€
Academic rate (teachers & researchers)	300€
Student rate	150€

Cancellation Policy:
If you realize after registration that you cannot make it, please email us as soon as possible so that we can reallocate your place to another applicant.

Cancellations received before 21st June 2014 will receive a refund of 100% of the total registration, minus a penalty for the cancellation of 40,00€.

Cancellations received after 21st June 2014 will receive a refund of 15% of the total registration, minus a penalty for the cancellation of 40,00€.
Cancellations must be informed by email to eventia@upf.edu

Timetable

	7 July	8 July	9 July	10 July	11 July
9:00 11:00	Survey nonresponse			Designing and Conducting Business Surveys	
11:15 13:15	Spatial data analysis			Multilevel Modelling	
14:15 16:15	Survey nonresponse		Designing and Conducting Business Surveys		
16:30 18:30	Spatial data analysis		Multilevel Modelling		

Practical Information

Venue:
Universitat Pompeu Fabra
Ramon Trias Fargas, 25-27
08005 Barcelona

Underground Line 4 stop "CIUTADELLA - VILA OLÍMPICA" is very close to the venue.

TRAM Line T4, T5 WELLINGTON and CIUTADELLA-VILA OLÍMPICA

BUS 41, H16, V21

How to reach Barcelona

Air: Barcelona -El Prat Airport is a hub for several low-cost airlines and there are good connections between Barcelona by bus or train.

Course Descriptions

Survey nonresponse   *Ineke Stoop*   *July 7-9, 2014*

Course Content:
Nonresponse is a major concern of survey sponsors, survey agencies, and data users. Because of the decreasing response rates in many European countries survey costs increase and fieldwork periods lengthen, survey agencies have to enhance efforts to reach target persons and obtain their participation, and data users worry about the representativeness of the outcomes of their analyses and the accuracy of their estimates.

Surveys researchers worldwide work on improving survey designs, experiment with modes and incentives, and investigate how balanced response rates can be achieved, i.e. equal response rates from men and women, the rich and the poor, and people who like or dislike politics. They also try to collect auxiliary variables that both correlate with key outcomes of the survey and response propensities, to assess the presence of nonresponse bias and to adjust for this, if necessary and possible.

The course will present the nonresponse problem from a general survey quality perspective. It will delve into causes and correlates of nonresponse, describe measures to enhance response rates, such as interviewer training, incentives and advance letters, show how nonresponse bias can be assessed, and present some ways to adjust for nonresponse. Special attention will be paid to survey design aspects that exclude specific groups (e.g., the illiterate), the use of mixed mode designs, and nonresponse in a comparative perspective. The course will focus on nonresponse on surveys among individuals and households, rather than businesses. The emphasis is on unit nonresponse rather than item nonresponse.

The course will be useful for those who conduct their own surveys, who wish to evaluate the quality of data collected by a survey, and who wish to assess the possible effects of nonresponse on their analyses. A hands-on approach will be used, which means that input from the participants is planned in every phase of the course.
Some general knowledge on survey methodology is required.

Survey nonresponse   *Ineke Stoop*   *July 7-9, 2014*

Instructor: *Ineke Stoop*, The Netherlands Institute for Social Research/SCP
Ineke Stoop is Chief Methodologist at The Netherlands Institute for Social Research/SCP. She obtained her PhD with a thesis on nonresponse (The Hunt for the Last Respondent) and has published extensively on this topic. Her other research interest are survey quality and cross-national surveys. Dr. Stoop is deputy director of Methodology of the European Social Survey ESS), and a member of the European Statistical Advisory Committee (ESAC).

Date: July 7-8 from 9h-11h and 14:15-16:15; July 9 from 9h-11h

More information: www.upf.edu/survey
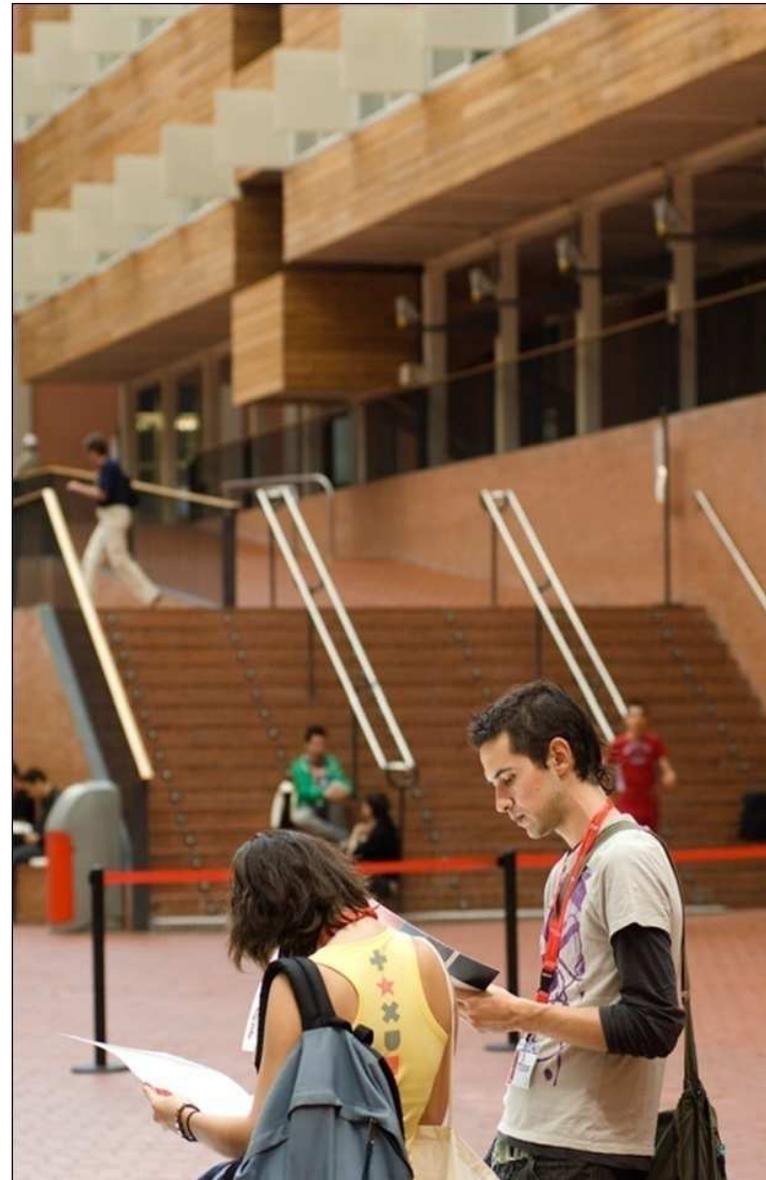
Designing and Conducting Business Surveys

Diane K. Willimack   July 9-11, 2014
Jacqui Jones

Course Content:
Business surveys differ in important ways from social surveys, for example:

-Business entities are dynamic.
-Target populations are often skewed requiring certainty selection of large businesses in survey samples.
- Businesses are likely to be in more than one survey and in recurring surveys to support official statistics.
- The response process is complex and often involves more than one person.
- Business records may provide a source for requested survey data.
- Surveys rely heavily on self-completion data collection modes.
- Businesses can be classified into industrial classifications based on economic rules, which may seem arbitrary from the business perspective.
-Businesses may be re-contacted post-collection, e.g. during editing, to clarify reported data.

Because of these and other differences, practical issues emerge that have implications for survey design decisions at all stages in the survey process

Using a process-quality perspective, derived from the Generic Statistical Business Process Model (GSBPM) and grounded in the Total Survey Error framework (Groves et al., 2009), this course provides an overview of methodological issues associated with the use of surveys to collect data from businesses. We will:
Identify key differences between household surveys and business surveys, emphasizing organizational behaviors and attributes that affect survey response.
Demonstrate an approach to survey planning and design that utilizes understanding and consideration of this business context when developing, adapting, and implementing data collection instruments and procedures.
Look at process quality measures throughout the business survey process to help effectively monitor and manage surveys.

This course will also include topics related to survey communication and response improvement strategies, managing and monitoring data collection processes, along with post-collection procedures such as editing, analysis and dissemination.
This integrated approach to surveys of businesses is the subject of the 2013 book published in the Wiley Series in Survey Methodology, entitled Designing and Conducting Business Surveys, written by Ger Snijkers, Gustav Haraldsen, Jacqui Jones, and Diane K. Willimack.

Designing and Conducting Business Surveys

Diane K. Willimack   July 9-11, 2014
Jacqui Jones

Instructors: *Diane K. Willimack* is Methodology Director for Measurement and Response Improvement in the Economic Programs Directorate at the U.S. Census Bureau. Her area is responsible for aiding economic survey programs with development and testing of data collection instruments and contact strategies, along with empirical evaluation of measurement error and nonresponse bias. Prior to joining the Census Bureau in 1998, Diane was a survey methodologist at the National Agricultural Statistics Service in the U.S. Department of Agriculture. She has more than 30 years' experience as a survey researcher, statistician and economist.
Jacqui Jones is Deputy Director of Business Indicators and Balance of Payments at the UK Office for National Statistics. She is responsible for a number of business surveys and for producing key economic statistics such as the preliminary estimate of Gross Domestic Product, the Index of Services, Index of Production and Retail Sales. Jacqui has many years of experience of designing and conducting business surveys, and monitoring and improving the survey process and survey outputs.
Date: **July** 9 from 14:15h-16:15h; July 10-11 from 9h-11h and 14:15-16:15

Spatial data analysis

Albert Esteve
Antonio López-Gay

July 7-9, 2014

Course Content: This course provides an introduction to spatial data analysis for social scientists. The increasing availability of spatial data (both at the aggregated and at the individual level) has expanded the range of methodological tools to explore the spatial dimension of social phenomena and explain variation among areas. In this course, the student will learn how to manipulate and analyze spatial data. We will present basic techniques of Exploratory Spatial Data Analysis (ESDA), the concepts of local and global Spatial Autocorrelation, and introduce spatial (Lag and Error) regression models.

Theoretical explanations will be accompanied by three lab exercises using GEODA (freeware). GEODA is a user-friendly software developed by Luc Anselin, the leading scholar in spatial econometrics, which enables beginners to quickly immerse in the world of spatial analysis.

Instructors: *Albert Esteve* is a senior research fellow and deputy director of the Centre d'Estudis Demogràfics. He holds a B.A. in Geography and Ph.D. in Demography by the Universitat Autònoma de Barcelona and a Master's degree in Geographic Information Systems by the University of Girona. His research focuses on family and regional demography, data quality and harmonization. Among others, he is principal investigator of the WorldFam project (funded by the European Research Council) and of the Integrated European Census Microdata project (FP7). He teaches graduate courses on demographic and spatial analysis methods.

Antonio López-Gay received his PhD in Demography through the Universitat Autònoma of Barcelona. He is currently a researcher at the Centre d'Estudis Demogràfics and an active member of the WORLDFAM project which aims at analyzing union formation patterns from a worldwide perspective. The spatial approach has been an integral part of his contributions to the team. His research agenda includes the analysis of socio-demographic forces behind the urban processes in the largest cities in Spain and the integration and dissemination of the European Census Data through the IECM Project and IPUMS-International.

Date: July 7-8 from 11h15-13h15 and 16h30-18h30; July 9 from 11:15-13:15

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Multilevel Modelling — *Leonardo Grilli* — *July 9-11, 2014*

Course Content:
The course introduces the concepts of multilevel analysis, whose main aim is to model the relationships between and within groups. Typical situations include individuals clustered into families, schools, firms, geographical areas. The course focuses on the two-level linear model as a template to illustrate issues of specification, estimation and inference. The main ideas are illustrated by means of a couple of case studies. The second part of the course is devoted to special topics, such as the design effect and the required sample size, and to extensions, such as the logistic multilevel model for binary responses.

Exercises: each lesson includes guided exercises using Stata.

Prerequisites: basic knowledge of statistical inference and linear and logistic regression.

Instructor:
Leonardo Grilli is Associate Professor of Statistics at the University of Florence. He graduated in Economics in 1996 and earned a Ph.D. in Applied Statistics in 2000. The teaching activity focuses on introductory statistics and statistical modelling, including generalized linear models and multilevel models. The research activity follows two main pathways: *a*) random effects models for multilevel analysis, with methodological advances concerning the specification and estimation of models in complex frameworks such as duration data, multivariate qualitative responses, informative sampling designs, and sample selection bias; *b*) methods of causal inference and effectiveness evaluation based on potential outcomes, with methodological contributions in the principal stratification framework. The methodological work is accompanied by applications in different fields, such as education, economics, demography, and medicine.

Date: July 9 from 16:30h-18:30h. July 10-11 from 11:15-13:15 and 16:30-18:30

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