

SUMMER SCHOOL IN PRACTICAL SURVEY ANALYSIS

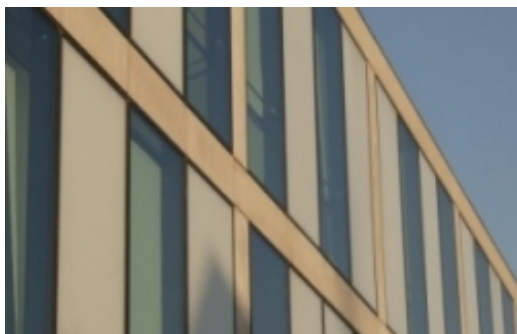
DEPARTMENT OF SOCIOLOGY,
UNIVERSITY OF OXFORD



7th-9th September 2009

The Department of Sociology, University of Oxford is offering a three day course on practical aspects of survey analysis and interpretation, aimed at practising social researchers working in the public and private sectors, academics and graduate students.

The course will be led by Professor Anthony Heath FBA and Jean Martin AcSS, both of whom have unrivalled experience in survey analysis. Professor Heath, Professor of Sociology at the University of Oxford, was the Director of the 1983-1997 British Election Surveys and is the principal investigator of a new ESRC-funded ethnic minority election survey to be conducted next year. He has published widely, including books, articles in leading refereed journals, and reports for government. Jean Martin is a Senior Research Fellow in the Department of Sociology and is a former Director of Social Analysis and Reporting Division at the Office for National Statistics, and has been responsible for many major government surveys.



The course does not assume any statistical knowledge beyond a basic understanding of descriptive statistics, tests of significance, and cross-tabulations. More advanced techniques will be introduced and explained where necessary but the primary focus of the course is on solutions to every-day practical problems rather than advanced statistics. The course will involve hands-on classes conducted in an IT lab. Basic knowledge of SPSS will be assumed.

This three day course in the Department of Sociology provides a practical guide to all the key elements of survey analysis necessary for drafting a research report or an article. The focus of the course is on the practical issues that arise in the analysis of survey data and the kinds of decisions that survey analysts have to make from the initial checking of the survey to the final write-up and presentation of the results. The course will include coverage of:

- Checking the survey; understanding the quality and biases (if any) of the survey
- Methods (such as weighting) for dealing with bias
- Checking the items and distributions
- Problems arising from missing data and practical ways of dealing with them
- Constructing composite variables and scales
- Initial analyses: getting to know your data and detecting potential problems
- Practical strategies for modelling survey data and common analysis problems
- The distinction between statistical significance and substantive importance
- Understanding and presenting the results of survey analysis

The course is accompanied by a series of 'best practice' guides on the different aspects of reporting one's study.

The full cost of the course is £500, which includes lunch, a drinks reception on Monday evening, and a tour of historical Oxford for all participants. The cost for students at academic institutions is £350. Accommodation can be arranged at an extra charge.

For more information and an application form please contact:
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