

Cutting Edge Methods for Research: Master Classes in Survey Methodology

Total Survey Error - solutions for modern survey design

Dr Paul Biemer, Distinguished Fellow, Center for Statistical
and Data Sciences, RTI International



April 1st, 2014

10-5pm at the Royal Institute of British Architects, 66 Portland Place, London, W1B 1AD

NatCen Learning and RTI International are proud to deliver our 'Cutting Edge Methods' master classes in survey methodology in 2014:

- For experienced research practitioners, methodologists or senior commissioners of social research
- Hear from world renowned experts in the field
- Share your thoughts in a forum for advanced learning and knowledge exchange
- Locations include London, Brussels, Paris and Barcelona

Our first master class features Dr Paul Biemer, Distinguished Fellow, RTI International, and architect of the Total Survey Error (TSE) Paradigm. Bringing together a range of concepts in survey methodology the masterclass will provide you with practical applications which will improve your survey design.

Dr Biemer holds a joint appointment with the Odum Institute, University of North Carolina and RTI International, where he is a Distinguished Fellow. He also holds adjunct faculty appointments in the University of Maryland Joint Program for Survey Research and in the University of Michigan Survey Research Center. He has more than 25 years of experience in survey methods and statistics. He specializes in evaluating survey quality and is a leading expert on statistical modeling, analysis, and interpretation of survey results. He is author of the recent book *Latent Class Analysis of Survey Error*, Wiley 2010, co-author of *Introduction to Survey Quality*, Wiley 2003 and co- editor of *Telephone Survey Methodology*, Wiley 1988, *Measurement Errors in Surveys*, Wiley 1991, and *Survey Measurement and Process Quality*, Wiley 1997.

Book your place

You can book your place at: www.natcenlearning.co.uk. The masterclass costs £380 + VAT where applicable, costs include refreshments throughout the day.

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Learn about:

- The evolution of the TSE paradigm, Total Survey Quality, and how they relate
- How to design of surveys to reduce the effects of nonresponse, frame coverage error, measurement error, and data processing error
- The use of survey error measures, metrics and monitoring strategies based upon real-time paradata
- Incorporating adaptive total design (ATD) during data collection to control survey costs and quality
- Assessing specific error sources such as nonresponse, frame noncoverage interviewer errors, mode effects, and data processing error
- Methods for analysing complex survey data that compensate for nonresponse and measurement errors, including latent variable modeling



Masterclasses in this series are aimed at people with 3 – 5 years applied survey research experience in:

- Commissioning social surveys
- Survey design or implementation
- Analysing and managing survey data quality

Participants are expected to be able to understand survey research material at the level presented in, for instance, (Lyberg, L. Biemer, P., Collins, M., deLeeuw, E., Dippo, C., Schwarz, N., and Trewin, D. (eds) (1997): Survey Measurement and Process Quality, Wiley. Biemer, P and Lyberg, L (2003) Introduction to Survey Quality, Wiley.)



By the end of the masterclass you will:

- Understand the TSE paradigm and its importance to achieving high quality in surveys
- Be equipped to apply the basic principles of the TSE framework to survey design and implementation
- Have a working understanding of the basic ideas of survey quality evaluation, including the primary error sources in survey data and how to measure their effects on survey accuracy
- Be able to apply the TSE paradigm in a survey organization in order to improve quality generally across a wide range of data products
- Have engaged in lively, stimulating discussions with fellow survey practitioners from across Europe



Contact us for more information:

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Find out more about: NatCen Social Research here: www.natcen.ac.uk
and RTI International here: www.rti.org

Up to date news on later master classes #cuttingedge - for other workshops on research methods visit: www.natcenlearning.co.uk