

## PSYCH 592P - SURVEY RESEARCH METHODS

**Instructor:** D.G. Bonett

**Prerequisite:** Stat 401 (or equivalent)

**Readings:** A list of readings will be given during the first week of class

**Topics:**

- *Questionnaire construction:* item response formats, question order, wording guidelines, eliciting responses to sensitive issues, pilot testing, computerized adaptive questionnaires, internet questionnaires

- *Sampling methods:* simple random sampling, stratified sampling, cluster sampling, two-stage cluster sampling, systematic sampling, multiple recapture sampling

- *Reliability and validity assessment:* reliability and measurement error, test-retest reliability, split-half and internal consistency reliability; reliability of binary responses; standard error of measurement; Spearman-Brown formula; reliability of categorical rater judgements; types of validity evidence; incremental validity, item bias, sample size requirements for reliability and validity studies, factor analysis

- *Data base management:* file formats, merging files, data dictionary, response recoding, data screening methods, descriptive statistics

- *Analyzing categorical questionnaire responses:* frequency tables, contingency tables, measures of association for nominal and ordinal contingency tables, multi-way contingency tables, statistical methods for rates and proportions, logistic regression models, generalized estimating equation methods for clustered data

- *Analyzing numeric questionnaire responses:* inferential methods for means, medians, correlations and partial correlations, linear regression models, multilevel (random coefficient) regression models, multivariate regression models, latent variable regression models

**Grading:**

No in-class examinations will be given. A total of 100 points may be earned on each of the two projects.