

**REVISED Outline\***  
**Sociology 525: Survey Practicum**  
**Room 216, CUE**  
**Tu-Thurs, 1:25-2:40pm**

**IMPORTANT:** This outline is very tentative. Some of the practicum activities have to be scheduled when I can get SESRC staff to help with them, or access to certain facilities. The time that works for each of them depends upon workload. Thus, I may move sections around, depending upon what time works best. Also, the practicum assignments are tentative. I may change the nature of certain assignments if I find something that I think will work better. Thus, I suggest that you think of this outline as giving you perspective

**Week 1:**

**Jan. 10 & 12**

Introduction and Procedures

What makes surveys work; an error reduction perspective  
How survey methods are changing and why.

Practicum #1—Minimizing survey error—assigned Thursday, Due Tuesday, January 17<sup>th</sup> at the beginning of the class period.

**Week 2:**

**Jan. 17 & 19**

Writing questions – The fundamentals  
Practicum #2—Revising a set of questions.

**Week 3:**

**Jan. 24 & 26**

Writing Questions: The Fundamentals (continued) and Testing Them

Practicum #3—Conducting a cognitive interview: The respondent perspective

**Week 4:**

**Jan. 31 & F. 2**

Writing Questions – Dealing with Question Context and Survey Mode Influences

**Week 5:**

**Feb. 7 & 9**

How Visual Languages Influence Survey Response  
Practicum #4—Solving a visual design problem

**Week 6:**

**Feb. 14**

Cognitive Interviews: Conclusion

**Feb. 16**

Visual Language: Advanced Perspectives

**Week 7:**

**Feb. 21 & 23**

Mail Survey Implementation

**Week 8:**

**Feb 28**

Dr. Danna Moore; The Social and Economic Sciences Research Center (Background in preparation for web and telephone)  
Practicum #5—Linking Visual design and mail survey implementation.

**Mar 2**

No Class

- Week 9:**  
**Mar. 7 & 9** Complete Mail Survey Implementation  
How institutional factors in the government, university, and private sectors influence survey design
- Week 10:**  
**Mar. 14 & 16** \*\*\*\*\***Spring Break**\*\*\*\*\*
- Week 11:**  
**Mar. 21 & 23** Designing Web Surveys  
Practicum #6—Designing a web survey
- Week 12:**  
**Mar. 28 & 30** Implementing Web Surveys
- Week 13:**  
**April 4 & 6** Telephone Survey Design  
Practicum #7—CATI interviewing skills
- Week 15:**  
**April 8 & 10** Telephone Implementation and Interactive Voice Response (IVR) Surveys  
Practicum #8—Converting a self-administered questionnaire for telephone and mixed-mode use
- Week 16:**  
**April 18 & 20** Designing Mixed-Mode Surveys  
Human Subject, Office of Management and Budget and Ethics  
Examination
- Week 17:**  
**April 25 & 27** Future Perspectives

\*This outline is likely to change depending upon arrangements for practicum assignments that involve others. A few topics may change because of student backgrounds, interests, and the time it takes for addressing particular topics.