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

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 17th 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 & 16
Visual Language: Advanced Perspectives

Week 7:
Feb. 21 & 23
Mail Survey Implementation
Practicum #5—Linking visual design and mail implementation

Week 8:
Feb 28 & M. 2
Additional Mail Perspectives
Practicum #6—Designing implementation procedures
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Mar. 7 &amp; 9</td>
<td>Tailored Design Applications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How institutional factors in the government, university, and private sectors influence survey design</td>
</tr>
<tr>
<td>10</td>
<td>Mar. 14 &amp; 16</td>
<td>Spring Break</td>
</tr>
<tr>
<td>11</td>
<td>Mar. 21 &amp; 23</td>
<td>Designing Web Surveys</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Practicum #7—Designing a web survey</td>
</tr>
<tr>
<td>12</td>
<td>Mar. 28 &amp; 30</td>
<td>Implementing Web Surveys</td>
</tr>
<tr>
<td>13</td>
<td>April 4 &amp; 6</td>
<td>Telephone Survey Design</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Practicum #8—CATI interviewing skills</td>
</tr>
<tr>
<td>15</td>
<td>April 8 &amp; 10</td>
<td>Telephone Implementation and Interactive Voice Response (IVR) Surveys</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Practicum #9—Converting a self-administered questionnaire for telephone and mixed-mode use</td>
</tr>
<tr>
<td>16</td>
<td>April 18 &amp; 20</td>
<td>Designing Mixed-Mode Surveys</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Human Subject, Office of Management and Budget and Ethics Examination</td>
</tr>
<tr>
<td>17</td>
<td>April 25 &amp; 27</td>
<td>Future Perspectives</td>
</tr>
</tbody>
</table>

*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.*