

**WORKSHOP ON**

**DESIGNING AND CONDUCTING A SURVEY:  
A PRACTITIONER'S APPROACH**

*17 October (Wed) – 18 October (Thur), 2007*

*Venue: Lecture Room 2, Nanyang Executive Centre  
Nanyang Technological University*

*Organized by:*

Economic Growth Centre and Division of Economics  
School of Humanities and Social Sciences  
Nanyang Technological University, Singapore

\*\*\*\*\* **Programme** \*\*\*\*\*

<b>DAY 1 (17 October 2007, Wednesday)</b>
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8:30 am – 9:00 am: Arrival and Registration of Participants

9:00 am – 10:30 am: **Introduction and Overview (Nair)**

- Introduction to Surveys
- Types and Examples of Surveys
- Survey Process: Key Steps

10:30 am – 11:00 am: Tea Break

11:00 am – 12.30 pm: **Key Concepts in Surveys (Raghu)**

- Populations: Target and Sample Population
- Sampling Frame and Sample Selection
- Materials Needed for Sample Selection
- Modes of Data Collection
  - Self-administered
  - Telephone interviews
  - Face-to-face interviews
  - Web surveys

12:30 pm – 1:30 pm: Lunch

1:30 pm – 2:30 pm: **Review of Basic Concepts (Nair/Tan)**

- Population, Sample, and Probability
- Sampling Distribution, Estimation, Confidence Intervals, and Testing

- 2:30 pm – 3:15 pm: **Common Sampling Schemes (Nair)**
- Simple Random
  - Systematic
  - Stratified
  - Sample Size Determination
- 3:15 pm – 3:45 pm: Tea Break
- 3:45 pm – 5:00 pm: **Common Sampling Schemes (Nair)- cont.**

**DAY 2 (18 October 2007, Thursday)**

- 9:00 am – 10:00 am: **Practical Session: Randomization, Data Analysis, and Sample Size Calculations (Nair/Raghu)**
- 10:00am – 10:30 am: Tea Break
- 10:30 am – 12:00 am: **More Complex Sampling Designs and Their Uses (Nair/Raghu)**
- Cluster Sampling
  - Unequal Probability Sampling
  - Probability Proportional to Size Sampling
  - Multi-stage Sampling
- 12:00 pm – 1:00 pm: Lunch
- 1:00 pm – 2:30 pm: **Sources of Bias and Error (Raghu)**
- Non-response
  - Measurement Error
  - Total Survey Error
- 2:30 pm – 3:00 pm: Tea Break
- 3:00 pm – 4:30 pm: **Questionnaire Design (Raghu)**
- 4:30 pm – 5:00 pm: **Summary and Discussion**

**\*\*\* End of Programme \*\*\***