

WORKSHOP ON
DESIGNING AND CONDUCTING A SURVEY:
A PRACTITIONER'S APPROACH
24 July (Mon) – 25 July (Tue), 2006

*Venue: Lecture Room 1, 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** *****

DAY 1 (24 July 2006, Monday)

- 8:30 am – 9:00 am: Arrival and Registration of Participants
- 9:00 am – 10:30 am: **Introduction and Overview (Ho/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 – 3:00 pm: Tea Break

- 3:00 pm – 5:00 pm: **Common Sampling Schemes (Nair)**
- Simple Random
 - Systematic
 - Stratified
 - Sample Size Determination

DAY 2 (25 July 2006, Tuesday)

- 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 *****