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Exam in Survey Methodology

Please answer to 8 questions, at maximum, in English or in Finnish or mixed. The result will be informed by email. Hence include your email address in one paper.

1. History of survey research: mention some early stage developments focusing on the topics covered in first surveys
2. Target population and how to reach this as well as possible. You can also mention other possibilities than presented in this US book (thus e.g. how they are considered in Finland?).
3. (Explicit) stratification and sample allocation strategies (allocation to strata)?
4. Cluster sampling: what this means, and which types of questions are required to be taken into account in cluster sampling?
5. Multiple modes (multi-mode) of data collection. Is multi-mode approach equal to mixed-mode approach?
6. How to compute response rates?
7. Unit non-response is due to several reasons. Tell about these based on the book and also on your other knowledge if possible.
8. Self-administered questions are used in certain surveys. In which ones? What are the other possibilities to administer questions in surveys?
9. The term 'Complex survey' has been traditionally used for certain surveys. This is something more demanding than 'simple survey.' There are also software packages available to correctly work with complex survey data (SPSS complex samples, SAS, Stata). I mention some tools/concepts below:
 - Multi-stage sampling

- Cluster as a primary sampling unit (psu)
- Stratification
- Sampling error
- Design effect (deff).

Explain these concepts and tell about core principles of complex sample analysis.

10. An example in the book is concerned the National Crime Victimization Survey. What is the motivation for this survey? What types of questions are used in this survey? Problems in the quality of this survey?
11. What is survey methodology?
12. Survey life-cycle from the design perspective? The book includes e.g. a good figure of this with crucial terms in surveys. Try to tell about these terms and other principles in surveys in order to succeed well in this important 'action.'