

Video 21 of 21: Summary

Sampling



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Module Summary

- When deciding which sampling frame and methodology to use in phone surveys, consider:
 - Coverage properties of the sampling frames
 - Efficiency of sampling method to generate valid phone numbers
- Basic weighting steps in phone surveys:
 - Unequal selection probabilities adjustment
 - Adjust for unknown eligibility
 - Adjustment for multiplicity and within household selection, frame integration
 - Non-response adjustment
 - Calibration
 - Trimming

References

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- Little, R. J., & Rubin, D. B. (2019). *Statistical analysis with missing data* (Vol. 793). John Wiley & Sons.
- L'Engle, K., Sefa, E., Adimazoya, E. A., Yartey, E., Lenzi, R., Tarpo, C., ... & Ampeh, Y. (2018). *Survey research with a random digit dial national mobile phone sample in Ghana: Methods and sample quality*. *PloS one*, 13(1), e0190902.
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- Waksberg, J. (1978). *Sampling methods for random digit dialing*. *Journal of the American Statistical Association*, 73(361), 40-46.

Additional Resources

- Lepkowski, J. M., Tucker, C., & Brick, J. M. (2008). *Advances in telephone survey methodology*. E. de Leeuw, L. Japac, P. J. Lavrakas, M. W. Link, & R. L. Sangster (Eds.). Hoboken (NJ): John Wiley & Sons.
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- Valliant, R., & Dever, J. A. (2018). *Survey weights: a step-by-step guide to calculation* (p. 183). College Station, TX: Stata Press.

END OF VIDEO 21