Video 21 of 21: Summary

Sampling
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


Additional Resources


END OF VIDEO 21