Video 2 of 5: Survey Lifecycle

Introduction to Phone Surveys
Survey Lifecycle

Measurement

- **Construct**
- **Measurement**
- **Response**
- **Edited Response**

Representation

- **Target Population**
- **Sampling Frame**
- **Sample**
- **Respondents**
- **Postsurvey Adjustments**

*Source: Groves et al. (2011)*
Survey Lifecycle

Measurement

Construct

Measurement

Response

Edited Response

Survey Statistic

police reported crime
Construct

• Elements of information sought by researcher, usually described by words, often abstract, permitting different more specific definitions

• Examples: “belief in God”, “happiness”, “quality of life”, “crime”
Survey Lifecycle

**Measurement**
- Construct
- Measurement
- Response
- Edited Response

Survey Statistic

“During the last 6 months, did you call the police to report something that happened to you that you thought was a crime?”

police reported crime
Measurement

- Linking theoretical constructs to observable variables
  - Ways to gather information about constructs
  - Procedures, operations, step-by-step protocols implemented to gather data
- Examples: questions, observations, soil samples, blood pressure readings

→ Module 3
Survey Lifecycle

**Measurement**

Construct

Measurement

**Response**

Edited Response

Survey Statistic

**Survey Statistic**

police reported crime

“During the last 6 months, did you call the police to report something that happened to you that you thought was a crime?”

“I called them about my neighbor’s car hitting the gate of my house.” – Interviewer records 1 for “Yes”.
Response

- Respondent outcomes from measurements
- Example: answers to questions, quantity of soil, number from blood pressure device, record extraction
Survey Lifecycle

**Measurement**

- Construct
- Measurement
- Response
- Edited Response

**Survey Statistic**

*police reported crime*

“During the last 6 months, did you call the police to report something that happened to you that you thought was a crime?”

“I called them about my neighbor’s car hitting the gate of my house.” – Interviewer records 1 for “Yes”.

Note by interviewer implies accident not crime – Editor changes record to “2” for “No”.
Edited Response

• Value stored in data record used for analysis for specific measure
• Resulting from coding (text to numbers), acceptable answer set (e.g., range edits), or consistency rules (e.g., contingency edits)
Survey Lifecycle

HH population of country X, 18 years and over

- **Representation**
  - Target Population
  - Sampling Frame
  - Sample
  - Respondents
  - Postsurvey Adjustments

Survey Statistic
Target Population

- Set of units to be studied
- Often abstractly defined so that there are several ways to operationalize set
- Examples: all adults in country X; household population in country Y in 2020; all for-profit companies in region Z with more than 5 employees; users of a social media site
Survey Lifecycle

HH population of country X, 18 years and over

List-assisted random-digit dialing frame of cell phone numbers
Sampling Frame

• Set of units identified in some way that it could be sampled and located
• Examples: telephone numbers as a frame for persons; list of dwellings created for area probability sampling; list of university student e-mail addresses
Survey Lifecycle

HH population of country X, 18 years and over

List-assisted random-digit dialing frame of cell phone numbers

**Single-stage sample of cell phone numbers**

**Representation**

- Target Population
- Sampling Frame
- Sample
- Respondents
- Postsurvey Adjustments

**Survey Statistic**
Sample

• Subset of frame population chosen for measurement in survey
• Examples: phone numbers drawn from list to be contacted; addresses selected from list to receive mail invitation
Survey Lifecycle

HH population of country X, 18 years and over

List-assisted random-digit dialing frame of cell phone numbers

Single-stage sample of cell phone numbers

**Persons providing answers to interviewer-administered questionnaire**
Respondents

- Sample units successfully contacted and measured
- Examples: out of 2,000 called phone numbers, 385 eligible individuals completed phone interview
Survey Lifecycle

**Target Population**
HH population of country X, 18 years and over

**Sampling Frame**
List-assisted random-digit dialing frame of cell phone numbers

**Sample**
Single-stage sample of cell phone numbers

**Respondents**
Persons providing answers to interviewer-administered questionnaire

**Representation**
Selection probability, nonresponse, poststratification, weighting

**Postsurvey Adjustments**
Survey Statistic
Postsurvey Adjustments

- Changes to records in survey data set to make survey estimates based on them better reflect full target population
- Examples: selection weights, imputation, nonresponse weights, poststratification
END OF VIDEO 2