

# Video 2 of 5: Survey Lifecycle

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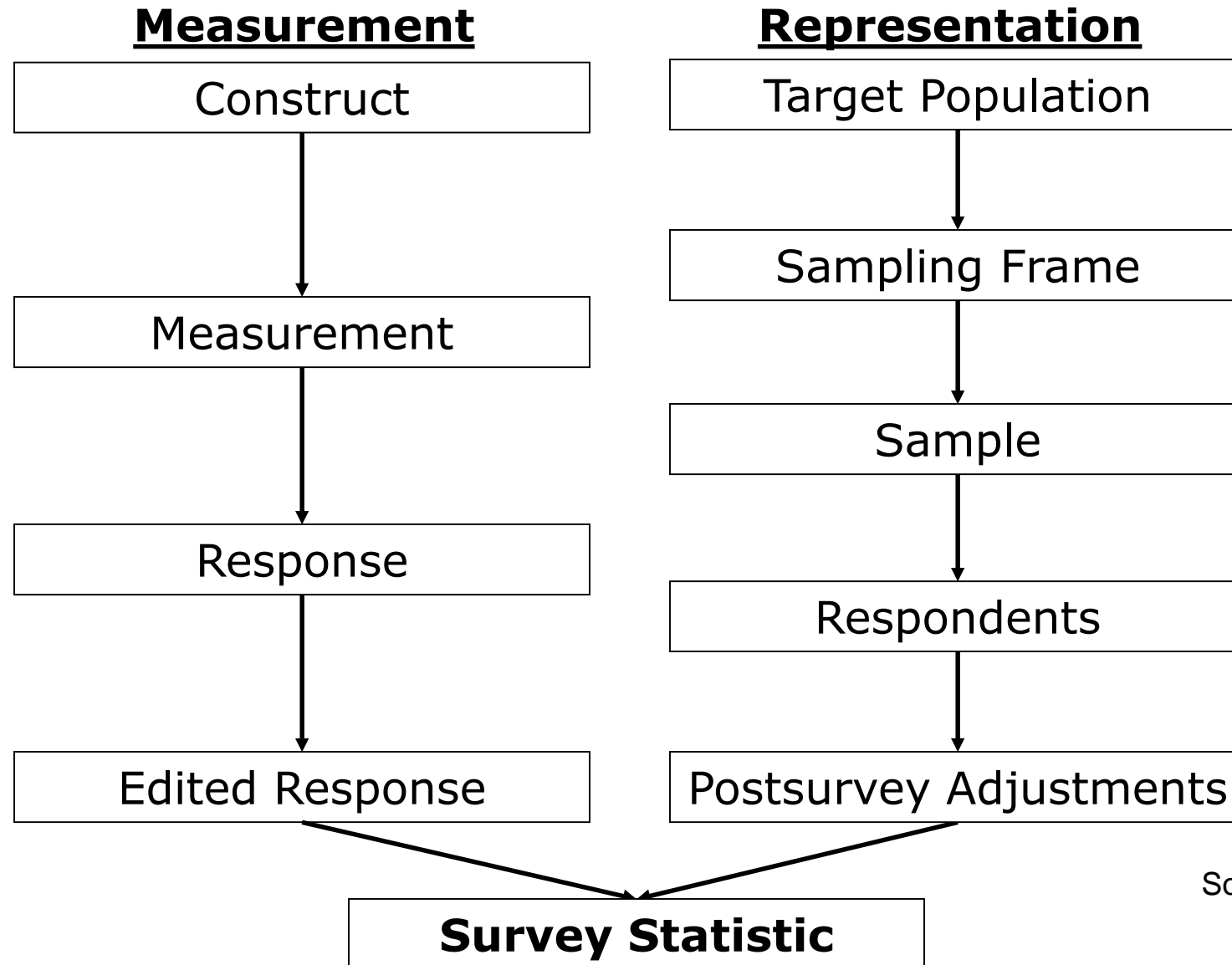
Introduction to Phone Surveys



THE WORLD BANK

MANNHEIM  
BUSINESS SCHOOL

# Survey Lifecycle



Source: Groves et al. (2011)

# Survey Lifecycle

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## Measurement

**Construct**

**police reported crime**

Measurement

Response

Edited Response

Survey Statistic

# Construct

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- 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

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## Measurement

Construct

police reported crime

## Measurement

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

Response

Edited Response

Survey Statistic

# Measurement

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- 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

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## Measurement

Construct



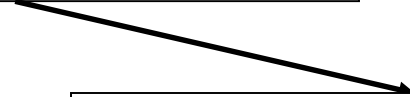
Measurement



**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”.**

# Response

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

→ Module 3



# Survey Lifecycle

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## Measurement

Construct



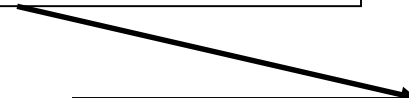
Measurement



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

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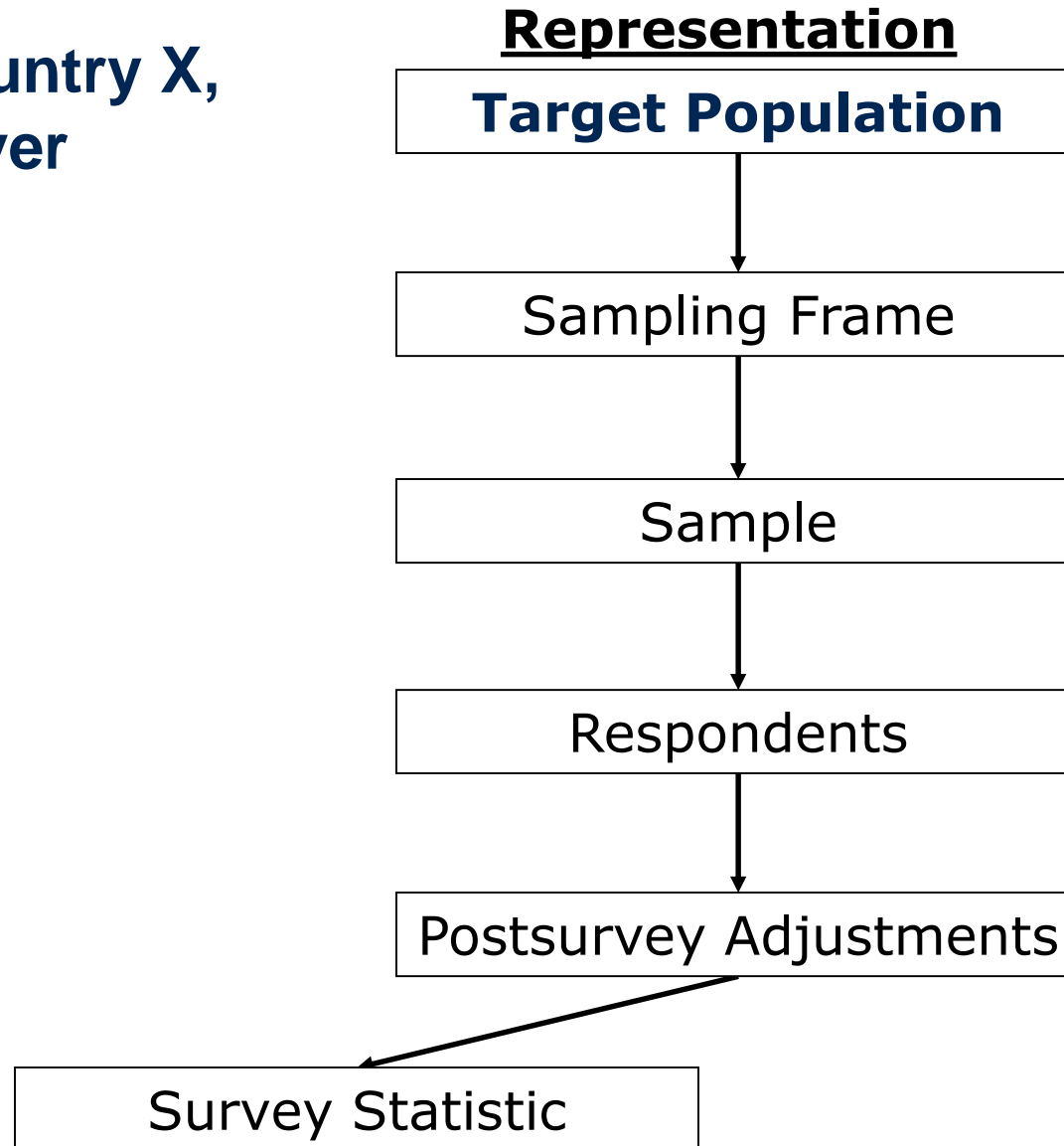
- Value stored in data record used for analysis for specific measure
- Resulting from coding (text to numbers), acceptable answer set (e.g., range edits), or consistency rules (e.g., contingency edits)

→ Module 7

# Survey Lifecycle

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HH population of country X,  
18 years and over



# Target Population

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- 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

→ Module 2

# Survey Lifecycle

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HH population of country X,  
18 years and over

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

## Representation

Target Population

**Sampling Frame**

Sample

Respondents

Postsurvey Adjustments

Survey Statistic

# Sampling Frame

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- 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

→ Module 2

# Survey Lifecycle

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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

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- 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

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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**

## Representation

Target Population

Sampling Frame

Sample

**Respondents**

Postsurvey Adjustments

Survey Statistic

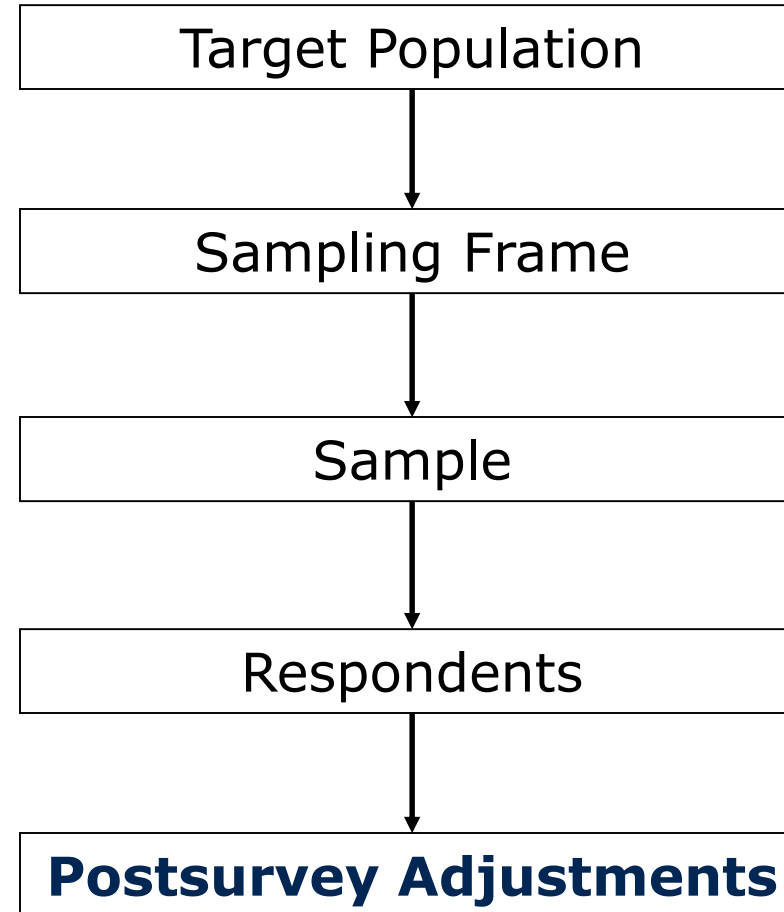
# Respondents

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

# Survey Lifecycle

## Representation



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

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

Survey Statistic

# Postsurvey Adjustments

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- 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

→ Module 2

*END OF VIDEO 2*