

Total Survey Error: A Guiding Framework for High-Quality Survey Design

Date: August 7, 2019 (13:30 – 17:30)

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This half-day workshop will present participants with a modern overview of the Total Survey Error (TSE) framework and its implications for survey research. The workshop is geared toward survey researchers of all types and experience levels, and will cover the design, implementation, and monitoring of survey data collections using the TSE paradigm as a guiding set of principles. The workshop will use a mix of conceptual discussions and team exercises to explore both the underlying theory and real world applications of the TSE paradigm in survey research.

Topics will include:

- Sources of survey error
- Quantifying and evaluating TSE in a data collection
- Implications of TSE for study design
- TSE reduction strategies
- Linking TSE and Responsive / Adaptive Survey Design

Participants will be provided with materials and a bibliography, and there will be time for a question and answer session.