

SURVEY RESEARCH METHODS GRADUATE CREDIT CERTIFICATE PROGRAM

Learning Outcomes

1. Students will become familiar with key theoretical and methodological paradigms in modern survey research.
2. Students will acquire skills in the analysis of surveys employing clustering, differential probability of selection, and stratification.
3. Students will learn how to apply the Total Survey Error framework to data analysis and questionnaire design.
4. Students will learn about modern alternatives to sample surveys, including non-probability web panel methodology.
5. Students will integrate this knowledge in an applied internship.