



**Design and Analysis of Surveys**  
**9 – 14 July 2009**  
**Enrolment form for Postgraduate Students**  
**from The University of Melbourne**

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Student ID: \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Places in the course will be allocated on a first-come-first-served basis, with preference given to those who have previously expressed interest.

Please see the course outline for further information, including course times, content and pre-requisites.

\_\_\_\_\_  
Signature Date

**Course Fees**

Tick one box only:

Please send an internal charge-out for **\$750** to \_\_\_\_\_ (please quote your **Departmental Number**).

Cheque for **\$825** (paid to Statistical Consulting Centre) enclosed (includes GST).

Please send/fax me a tax invoice for **\$825** (includes GST).

Credit card payment:

VISA

MASTERCARD

Card number: \_\_\_\_\_ Expiry date: \_\_ / \_\_ Amount **\$ 825**

Cardholder name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Payment is required to confirm enrolment.**

# Design and Analysis of Surveys

*A course of the Statistical Consulting Centre, The University of Melbourne*

**Thursday 9 –Tuesday 14 July 2009**

This course covers the principles and practice of designing surveys, and the analysis of data from them. The course covers the following topics:

- Samples and populations.
- Survey methods: face-to-face interviews, mail questionnaires, phone interviews, on-line surveys. Other methods.
- Questionnaire design: types of questions, wording and ordering; layout and length of questionnaire. Pilot testing.
- Measurement: types of data, measurement scales, reliability.
- Sources of error in surveys: random and systematic; sampling and non-sampling error. Sample size.
- Sampling methods: simple random sampling, stratified sampling, systematic sampling, cluster sampling, multi-stage sampling, non-probability methods.
- Non-response: its effect and how to reduce it.
- Sensitive questions, confidentiality.
- Data entry, coding and checking. Multiple responses, open questions and missing responses.
- Estimation of population means, totals and proportions. Standard errors and confidence intervals.
- Cross-tabulations of categorical data. The chi-squared test and Fisher's exact test.
- Analysis of ordinal responses.
- Analysis of data from combinations of questions.

## ***Course structure:***

The four days are deliberately arranged so that there is a weekend break during the course. Each day will consist of four approximately equal-length sessions; the first session of the day will commence at 9:15 a.m. and the final session will end at approximately 5:00 p.m. The sessions will mix lecture presentations with practical work; tutorial help will be available. A certificate will be provided on completion.

All participants will have access to a PC. The statistical package SPSS will be used in the course.

The course is one of the specialised courses offered by the Statistical Consulting Centre. Generally, the Centre offers the introductory course "Statistics for Research Workers" at least twice, and at least one additional, more specialised course.

## ***Venue:***

The course will be held in the Wilson Computer Laboratory in the Department of Mathematics and Statistics, Richard Berry Building. Several tram routes stop just outside the building. No Parking is available.

## ***Cost:***

The cost of the course is \$990 (incl. \$90 GST). We have a discounted rate for University of Melbourne postgraduate students of \$825 (incl. \$75 GST, GST does not apply if paying through your University department.) The fee includes a comprehensive set of notes, and morning and afternoon tea. Lunches are not provided.

## ***Prerequisites:***

Participants will need to have some understanding of statistics at an introductory level. For example, participants should know about hypothesis tests and confidence intervals. The course "Statistics for Research Workers" would be suitable preparation.

## ***Course presenter:***

The presenter is Dr Graham Hepworth, Consultant for the Statistical Consulting Centre and Senior Lecturer in the Department of Mathematics & Statistics. Graham has had extensive experience over two decades in the area of design and analysis of surveys, in fields such as medicine, the social sciences, education and agriculture.