

University of Illinois-Chicago On-line Survey Research Certificate Program

Since 2010, University of Illinois-Chicago has offered a fully online three-course sequence in Survey Research Methods that awards graduate credit and a certificate upon successful completion of the courses. The 11-credit SRM certificate costs \$793 online tuition per credit for total cost of \$8723 for the three-course sequence.

The curriculum is organized to provide a Total Survey Error (TSE) perspective to survey research methods.

The three online courses are described below and syllabi are available upon request:

PA 577 Survey Questionnaire Design (3 credit hours) taught by Professor Allyson L. Holbrook

This course reviews the theory and best practices related to questionnaire design, including the impact of mode and target population on questionnaire design, different types of questions used in surveys, question wording, response formats, question order, visual presentation of mail and web surveys, and cognitive pretesting of survey questionnaires. The course involves both asynchronous (recorded lectures, readings, and discussion boards) and synchronous (online group chats) elements. Students complete five short written assignments that address different aspects of questionnaire design (e.g., question order, visual design, mode and questionnaire design, cognitive pretesting) and a multi-step individual project in which students develop an original questionnaire designed to address a research question that they identify.

PA 588 Applied Survey Sampling and Analysis (4 credit hours) taught by Professor Timothy P. Johnson

This course covers major sampling designs and estimation procedures used in the conduct of sample surveys, current issues in the application of these designs across various modes of data collection, the theory and logic of data editing, imputation, weighting, methods of dealing with nonresponse and missing data, and special considerations in the analysis and reporting of data from complex sample surveys, including the effect of survey design on variance of statistical estimates. Emphasis is placed on practical application of survey sampling methods and data analysis procedures to applied research problems.

PA 582 Survey Data Collection Methods (4 credit hours) taught by Professor Paul J. Lavrakas

This course provides each student with her/his own self-chosen (but instructor approved) survey project to design throughout the semester. Dr. Lavrakas' 22 online narrated lectures address all aspects of survey design, costs, and ethical considerations. He works individually with each

student one-on-one via emails and, as needed, via telephone meetings throughout the semester to design their own survey project in a way that addresses coverage, sampling, nonresponse, weighting, construct specification and measurement, data processing, timing, and costs considerations. There are 11 written assignments the instructor grades and provides tracked feedback on. The final assignment brings together all the prior individual assignments to yield a 30-50 page survey “proposal” not unlike what a masters or doctoral student might write for her/his degree program or an early career professional might write to seek funding for research.

More information about the program and application process can be found at:

<https://cuppa.uic.edu/academics/pa/pa-programs/srm-certificate/>. We are accepting applications for Spring, 2020 through November 15, 2019. PA582: Survey Data Collection Methods will be offered in Spring, 2020. Please contact one of the faculty members listed below with questions about the program.

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