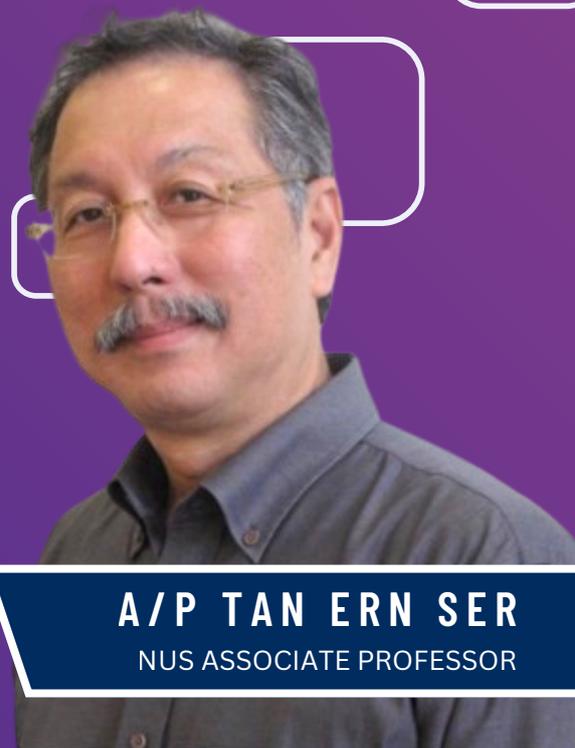


QUESTIONNAIRE & SAMPLING DESIGN

SURVEY RESEARCH

This course aims to share the essential "first principles" of questionnaire construction and sampling design. It will also offer tips and tricks of the trade that could enhance the interviewing experience, and thereby response rates, and contribute to producing quality data constituting the foundation of solid research or policy papers.



A/P TAN ERN SER
NUS ASSOCIATE PROFESSOR



Course Outline

Part I:

- Topic 1 – Crafting Good Questions
- Topic 2 – Constructing Open- and Close-Ended Questions
- Topic 3 – Indices and Scales
- Topic 4 – From Questions to Questionnaires

Part II:

- Topic 1 – Non-probability Sampling
- Topic 2 – Probability Sampling
- Topic 3 – Population and Sampling Frame
- Topic 4 – Sampling Design



Who Should Attend?

Professionals and managers in the public service or private enterprises who are directly or indirectly involved in survey data collection or are consumers or users of survey research findings would find this course valuable.



Prerequisites

There are no prerequisites for this course.

ABOUT THE INSTRUCTOR

A/P Tan Ern Ser is an Associate Professor, Department of Sociology and Anthropology, NUS. He is also the Deputy Chair, General Education Committee; and Academic Adviser, Social Lab, Institute of Policy Studies.

He teaches modules in social stratification, social policy, and social research methods. He has won several faculty-level teaching awards and a university-level teaching award.

He received his PhD from Cornell University. He is the author of *"Does Class Matter?"* (2004) and *"Class and Social Orientations"* (2015). He also serves as Adviser for Socioeconomic Research and chairs the Research Advisory Panel, HDB.



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