INTRODUCTION TO SURVEY DESIGN

DR. SVEN MIKOLON & DR. SANKALP CHATURVEDI

School of Business and Economics

RWTH Aachen University

Contact: s.mikolon@imperial.ac.uk
### 1 COURSE OVERVIEW

<table>
<thead>
<tr>
<th>Course Name:</th>
<th>Introduction to Survey Design</th>
</tr>
</thead>
</table>
| Degree Programmes: | 1. Post-Docs and PhD students  
2. Master BWL (all specializations): MSBWL10, MSBWL13  
Master Wirtschaftswissenschaften (all specializations): MSWiWi10, MSWiWi14  
Master Wirt.-Ing. (MSWiBau, MSWiEET, MSWiWPT, MSWiMB, all specializations): MSWi10, MSWi15 |
| Lecturer: | Dr. Sven Mikolon & Dr. Sankalp Chaturvedi |
| Contact: | s.mikolon@imperial.ac.uk |
| Location and Time: | Kackertstraße 7, Room B037  
28 August to 1 September, 9am-12pm and 2pm-5pm |
| Content Description: | This course leads participants through the process of designing their own survey. This includes but is not limited to the following steps: designing a survey, recruiting respondents, collecting data, and designing new instruments. A specific emphasis will be placed on instrument design, such that the process of developing, analyzing and validating a survey instrument is explored in detail. The course further explores potential sources of sampling and measurement biases (e.g., nonresponse-bias, common-method bias) as well as state-of-the art remedies. |
| Qualification Objectives: | After participating in this course, students will be able to:  
- Identify some major errors in survey designs and know potential remedies  
- Evaluate how major errors affect implications of studies based on survey design  
- Develop new measurement instruments for survey research and to evaluate them in Mplus. |
| Course Examination: | Based on individual participation and team presentations |
| Participation Requirements: | Solid command of English  
Basic understanding of Statistics |
| Group Size: | 30 participants (max) |
| Workload: | 30 hours of lecturing, discussion, and exercise work  
120 hours additional individual preparation (depending on previous knowledge and experience) |
| Type of Teaching Event: | Lectures, discussions, and exercise sessions |
| Language: | English |
| Credits: | 5 |
2 SCOPE OF THE COURSE

This course leads participants through the process of designing their own survey. This includes but is not limited to the following steps: designing a survey, recruiting respondents, collecting data, and designing new instruments. A specific emphasis will be placed on instrument design, such that the process of developing, analyzing and validating a survey instrument is explored in detail. The course further explores potential sources of sampling and measurement biases (e.g., nonresponse-bias, common-method bias) as well as state-of-the-art remedies.

After participating in this course, students will be able to:
- Identify some major errors in survey designs and know potential remedies
- Evaluate how major errors affect implications of studies based on survey design
- Develop new measurement instruments for survey research and to evaluate them in Mplus.

3 PARTICIPANTS AND REQUIREMENTS

Participants
1. Post-Docs and PhD students
2. Master BWL (all specializations): MSBWL10, MSBWL13
   Master Wirtschaftswissenschaften (all specializations): MSWiWi10, MSWiWi14
   Master Wirt.-Ing. (MSWiBau, MSWiEET, MSWiWPT, MSWiMB, all specializations): MSWI10, MSWI15

Advanced master students are invited to participate. However, they should be in the second half of their respective MSc program.

Requirements
- Solid command of English
- Basic understanding of Statistics
4 READINGS


Further readings will be announced in class

5 GRADING

Students will be assessed based on individual participation and team presentations.

Contact Details

Dr. Sven Mikolon

Assistant Professor of Marketing
Imperial College Business School Imperial College London
South Kensington Campus
London SW7 2AZ
United Kingdom
+44 (0)20 75949160
s.mikolon@imperial.ac.uk
www.imperial.ac.uk/business-school