

## REF 736

### Project 2

The goal of this project is to develop a partial methodology for a survey research project. The format is generally up to you. However, it should be written in paragraph format, using complete sentences and a writing style that is consistent with an academic project. You will probably not need to cite references. You may use sub-headings if you believe these will add clarity for the reader.

Base your proposed method on the population and variable you drew randomly in class the week of February 15-20.

Points, among others, that should be included are listed. The order in which you address these topics is somewhat flexible although the suggested order is shown below. Notice that these points correspond to the order in which the course topics have been presented and discussed.

Start with identifying the population and variable that are being used in your project.

- Define the population of interest.
- Identify and explain the sampling frame that will allow you the most representative sample practically possible.
- Discuss coverage error and, to a lesser extent, sampling error that may result from using this particular sampling frame.
- Propose an adequate sample size. Explain your reasoning, including the source used for determining this sample size.
- Present your choice of the best sampling approach with justification (probability or non-probability and which type).
  - If you need to stratify, *for example*, explain what the relevant strata might be. Again, stratifying is not a method to make your population/sampling frame SMALLER. Instead, it is a strategy to contribute to representativeness.
  - Be careful that your tone is not one of persuasion or your own personal justification but is grounded in what is known about these different types of sampling. i.e., which approach makes the most sense for your particular population and sampling frame.
- Explain the steps taken to implement this approach
  - e.g., will you stratify and THEN randomly sample every 20<sup>th</sup> person for a total of your proposed 850 people?
  - e.g., will you use judgement sampling in selecting/recruiting your proposed 150 participants?
  - e.g., will you use convenience sampling within 5 randomly selected districts?
- Propose the mode or modes of administration by outlining a plan for implementing the survey project. Include a general timeline. Considering the response rate likely from this mode, how many individuals will you need to contact to 'ensure' that you receive an adequate number of responses?
  - What are some disadvantages that you anticipate using this mode (assuming that the advantages outweigh the disadvantages)?
  - What decisions/factors will you include that are likely to increase your response rate?
- All things considered, what would you estimate to be the budget needed to implement such a study?