Introduction to surveys
(03-02)

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Why should I care about surveys?

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in the age of big data?

We will always need to ask

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But how we are going to ask is going to change

Total survey error framework

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Who we ask (representation)

- sampling error
- coverage errors
- non-response error

How we ask (measurement)

- question wording
- question ordering
- social desirability bias

Problems with either representation or measurement can wreck surveys

	Sampling	Interviews
1st era	Area probability	Face-to-face

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	Sampling	Interviews	Data environment
1st era	Area probability	Face-to-face	Stand-alone
2nd era	Random digital dial probability	Telephone	Stand-alone
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