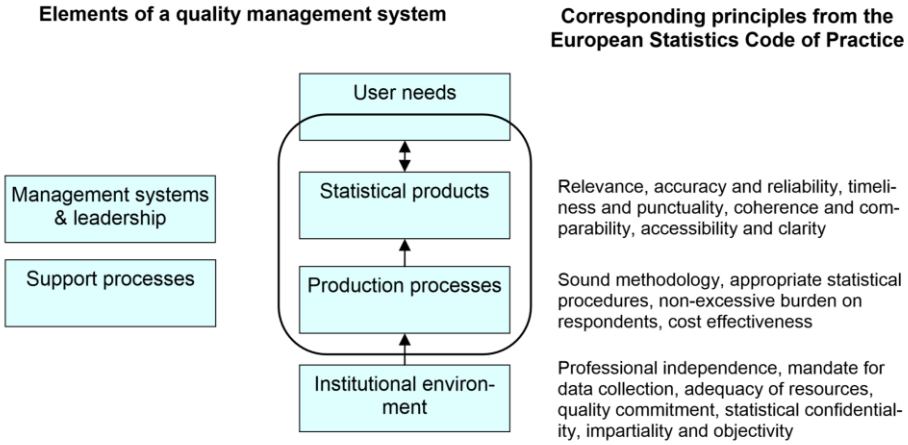
Module 3

Material jointly developed by the faculty, adjuncts and students at the Michigan and Maryland Programs in Survey Methodology (MPSM/JPMS)

Thanks to D.Cantor, F.Conrad, M.Couper, R. Groves F. Keusch, R. Tourangeau … and many more

EUROSTAT: Handbook on Data Quality Assessment Methods and Tools



Overall Quality Assessment

Accuracy	Total survey error is minimized.
Credibility	Data are considered trustworthy by the survey community .
Comparability	Demographic, spatial, and temporal comparisons are valid.
Usability	Documentation is clear and metadata are well-managed.
Relevance	Data satisfy user needs.
Accessibility	Access to the data is user-friendly.
Timeliness	Data deliveries adhere to schedules.
Completeness	Data are rich enough to satisfy the analysis objectives without undue burden on respondents.
Coherence	Estimates from different sources can be reliably combined.

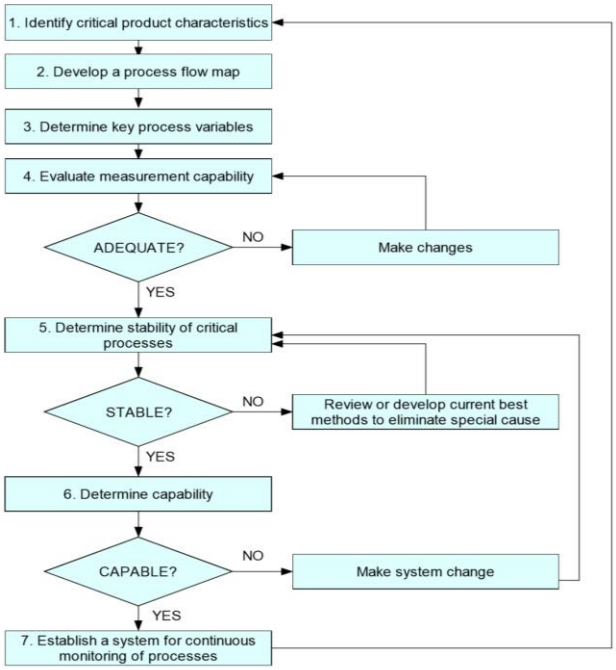
Source: Biemer, POQ 74 (5): 819, 2010

Continuous Quality Improvement

1. Prepare a workflow diagram of the process + identify key process variables.
2. Identify characteristics of the process that are critical to quality.
3. Develop real-time, reliable metrics for the cost and quality of each.
4. Verify that the process is stable (i.e., in statistical control) and capable (i.e., can produce the desired results).
5. Continuously monitor costs and quality metrics during the process.
6. Intervene as necessary to ensure that quality and costs are within acceptable limits.

Source: Biemer, POQ 74 (5): 832, 2010

CQI



Source: Morganstein and Marker 1997