UNIVERSITY OF MARYLAND 1856

**M** UNIVERSITY OF MICHIGAN

**7 Courses**

Dec 27, 2023

**Jennifer A. Shamsy**

has successfully completed the online, non-credit Specialization

# Survey Data Collection and Analytics

This specialization covers the fundamentals of surveys as used in market research, evaluation research, social science and political research, official government statistics, and many other topic domains. In six courses, you will learn the basics of questionnaire design, data collection methods, sampling design, dealing with missing values, making estimates, combining data from different sources, and the analysis of survey data. In the final Capstone Project, you'll apply the skills learned by analyzing and comparing three different data sources on the same topic.

**Framework for Data Collection and Analysis**

**Data Collection: Online, Telephone and Face-to-face**

**Questionnaire Design for Social Surveys**

**Sampling People, Networks and Records**

**Dealing With Missing Data**

**Combining and Analyzing Complex Data**

**Survey Data Collection and Analytics Project (Capstone)**

James M Lepkowski,
Research Professor,
Survey Research
Center, Institute for
Social Research

Richard Valliant, Ph.D.
Research Professor
University of Michigan

Frederick Conrad, Ph.D.
Research Professor,
Survey and Data
Science
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Research
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Frauke Kreuter,
Professor
Joint Program in Survey
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University of Mannheim
& Institute for
Employment Research,
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