

國立中山大學應用數學系

學術演講

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講題：An overview of survey methodology

時間：2022/06/16 (Thursday) 14:10 ~ 15:00

地點：理 SC 4009-1 室 (視訊演講並行)

Google Meet Link：<https://meet.google.com/ihx-zbhm-wxb>



Abstract

Survey methodology is the formal study of methods for conducting and evaluating surveys and, intersects with both social science and applied statistics. One of the most popular frameworks for addressing the errors of the survey process is the Total Survey Error (TSE) paradigm. With the TSE paradigm, errors derived from each step of the survey process are systematically defined and explained. How to prevent and minimize these errors during survey design and after survey completion are the major tasks of survey methodologists. This talk provides an overview of survey methodology under the TSE paradigm. I will focus on the elements most relevant to statistical science, such as probability sampling, post-survey weighting methods, imputation techniques, and small area estimation. Components that are more relevant to social science will be mentioned briefly. Some relevant examples of small and large surveys will be used to illustrate the practical aspects of the survey practice. Lastly, I will give indexes that are most frequently used to represent survey quality.

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