

# TRAINING WORKSHOPS – JUNE 27, 2018

## JUNE 27, 2018 SCHEDULE

**Session I 9:00-12:00** Rooms: Anfa and Tingis

**Location:**

**Lunch 12:00-13:30**

Grand Mogador MENARA

**Session II 13:30-16:30** Rooms: Anfa and Tingis

Avenue Mohammed VI (Marrakesh, Morocco)

### SESSION I 9:00-12:00 ANFA ROOM

**Instructor: Mohamed Tirari**, Institut National de Statistique et d'Economie Appliquée (INSAE), Rabat, Maroc

#### Méthodes d'échantillonnage et de redressement dans les enquêtes

*Le cours se donne en français (this course presented in French)*

**Plan de cours:**

1. Principes de base de la théorie des sondages
2. Estimation des paramètres de la population et les pondérations de sondage
3. Principes des techniques de redressement
4. La technique de calage
5. Critère du choix des variables de calage
6. Le rôle de calage pour l'amélioration de la qualité des résultats pour les enquêtes d'opinion publique
7. Traitement de la non réponse en utilisant la technique de calage

### SESSION I 9:00-12:00 TINGIS ROOM

**Instructor: Caroline Roberts**, University of Lausanne

#### Mixed Mode Surveys

**Content:**

1. Choosing between modes
2. Choosing to mix modes
3. Mode effects on survey errors
4. Implications of mixing modes for survey design
5. Implications for questionnaire design
6. Implications for fieldwork
7. Implications for data quality
8. Implications for data analysis

### SESSION II 13:30-16:30 ANFA ROOM

**Instructor: Eugene Kritski**, GlobeScan, Inc.

#### Data Integrity Insurance in Survey Research

**Content:**

1. Introduction, background, case studies
2. Data integrity assurance through survey design and field management.
3. Importance and uses of paradata
4. Trap questions
5. Post-field quality check, e.g. duplicate cases, fieldwork integrity, response patterns.
6. Q&A

### SESSION I 13:30-16:30 TINGIS ROOM

**Instructor: Yashwant Deshmukh**, CVoter Foundation

#### Limitations of On-Line Panels in Election Surveys; Teachings from Experience in USA, India and South Africa

**Content:**

1. Introduction to Online panels
2. Comparison with traditional F2F and CATI.
3. Variations in Opt-in, River sample and Random recruited panel
4. How random is even the random recruited online panel
5. Social Media Snap Polls: what about "Under-the-hood" data?
6. What works well with online election research
7. What doesn't work with online election research
8. The future of probabilities
9. Digital divide and the western misconceptions about it
10. Q&A

