**Introduction to the Survey Process:**

**What is a Survey?** Surveys have two distinct components:

- **Questions or measures**
- **Sample of respondents**

**Good Measures:**
Questions or measures impact your ability to study concepts

- Think carefully about the underlying concepts a survey is trying to measure. Do the survey questions do a good job of capturing this?
- The *PSR Tip Sheet on Questionnaire Design* contains good ideas on how to write survey questions.

**Good Samples:**
Samples give you the ability to generalize your findings

- Think carefully about the population you are trying to generalize your findings to. Does your sample design do a good job of representing these people?
- The *PSR Tip Sheet on Survey Sampling, Coverage, and Nonresponse* contains thoughts to think about in designing or evaluating a sample.
Web Resources

The Harvard Program on Survey Research web site has two pages of resource links useful for Harvard students:

Specific Resources at Harvard: http://www.iq.harvard.edu/psr/harvard_survey_resources.html
General Resources: http://www.iq.harvard.edu/psr/survey_resources2.html

Books

Recommended Introductory Readings:


Questionnaire Design:


Survey Sampling/Survey Error


Advising:

The Preceptor in Survey Research is available for individual advising on all aspects of the survey process for Harvard affiliates.

Contact:

Chase H. Harrison
Preceptor in Survey Research
charrison@gov.harvard.edu
(617) 384-7251