

Survey Methods Consulting

List of **fee-based** consulting services

Notes:

- Consulting, when 'helping you to help yourself', remains free of charge.
- We reserve the right to meet requests based on our capacity for consulting.
- All prices are exclusive of VAT.

Consulting services in phase 1 - planning studies and collecting data

Survey instruments		
General questionnaire review	Identification of problems and issues on the item level; revisions; review beyond "helping you to help yourselves"	Based on number of items (15 items = 1 h = 80 EUR)
Services related to the development of measurement instruments		
Cognitive pretesting	<p>Cognitive pretests: With small case numbers: 10 to 30 subjects. The individual interviews are designed to last about 60 minutes. In such an interview, approximately 20 questions or items can be cognitively tested.</p> <p>Cognitive online pretests (web probing): With samples of 100 to 120 participants. The online questionnaires are designed to take about 15 minutes. We test approx. 10 questions or items per questionnaire.</p>	The price for conducting pretests is project-specific and depends on the number of subjects, the number of questions to be tested, and the pretesting method used.
Consultation on the validation of measurement instruments	Consulting on the selection of methods for assessing dimensionality, reliability, validity, objectivity as well as measurement invariance of specific instruments.	Per hour (1h = 80 EUR)

Services related to adapting and translating questionnaires

General translator training	General training, e.g., what is important when translating a questionnaire; time for discussion.	Per hour (1h = 80 EUR), length/content can be determined individually.
Project-specific translator training	Project-specific training, general training modules are adapted to project needs (e.g., mode specifics, time series specifics, instrument-specific features).	Per hour (1h = 80 EUR): price of general training plus estimated effort (per hour) for adapting training material to project needs
Participation in translation review discussion	Participation in team-based review discussions based on the TRAPD model: preparation, active participation in refining the translation, pointing out issues and challenges.	Per hour (1h = 80 EUR)
Leading a translation review discussion	Leading a team-based review discussion according to the TRAPD model: preparation, lead of the meeting (content, time), follow-up (documentation).	Per hour (1h = 80 EUR)
Questionnaire review - focus on translatability in cross-national studies	Review of a source questionnaire for translation-related or cultural issues, suggestions for reformulation, and/or drafting of item instructions for translation.	Based on the number of items (1 h = 15 items = EUR 80) (+ external experts in other languages if necessary - their prices cannot be fixed by GESIS)
Translation guidelines - project-specific	Drafting of guidelines; possible content: information on the translation processes to be used in a project; do's and don'ts of questionnaire translation; special features of the project (e.g., placeholders, structure of the questionnaire, relationship old vs. new translations).	Per hour (1h = 80 EUR)
Participation as an expert in project meetings on the development of cross-national measurement instruments	Time-limited consulting (e.g., 1-day meeting) as an external expert on translatability of a source questionnaire; for larger projects & consortia; preparation & meeting participation.	Per hour (1h = 80 EUR)

Survey Statistics - Sampling		
Drawing telephone samples	Drawing of landline and mobile phone samples as well as dual-frame sampling	Fixed price (100 EUR)
Drawing of complex samples	Complex samples including both multi-stage sampling and unequal probability sampling designs. The scope and services are adjusted as required. In the case of samples from the registration office ("Einwohnermeldeamt"), this includes: planning the distribution of sample points to strata, dividing the total sample into sample points, drawing the municipalities (but not: drawing samples within the municipalities).	Fixed price (400 EUR)

Consulting services in phase 3 - preparing and analysing data

Survey Statistics - Analysis		
Design and calibration weights	Design weights: Assessment of the sample design and calculation of the inclusion probabilities; then determination of the design weights for Horvitz-Thompson estimator. Calibration Weights: Determining of adjustment variables (including (fee-based) Destatis analysis); preparation of the data and estimation of the (marginal) distributions of the adjustment variables; calculation of adjustment/ calibration weights via poststratification, raking or GREG estimator (in consultation with you and depending on data availability).	Fixed price (320 EUR)
Imputation of missing values	Multiple imputation of missing values by chained equations; determining the predictor matrix; defining the imputation methods (by variable type). Estimation of MI variance.	Per hour (1h = 80 EUR)

Survey instruments - harmonisation

<p>Consultation on the ex-post harmonization of substantive survey instruments and data</p>	<p>Consultation on methods to assess and improve the comparability of different measurement instruments (e.g., different question wording or rating scales) which measure the same concept.</p>	<p>Per hour (1h = 80 EUR)</p>
<p>Consultation on the ex-post harmonization of survey data across survey modes and mixed-mode designs</p>	<p>Consultation on methods to assess and improve comparability of measurement across different survey modes after data has been collected. Areas of application are changing modes within a survey program or mixed-mode designs.</p>	<p>Per hour (1h = 80 EUR)</p>
<p>Customized training packages for the ex-post harmonization of substantive survey instruments and data</p>	<p>The training conveys selected methodological approaches to ex-post harmonization, such as equating or multiple imputation, and serves to enable researchers to do harmonization by themselves. The training can be expanded to include project-specific advice on the data sets/instruments used.</p>	<p>Per hour (1h = 80 EUR) (according to requirements/intensity of the training: packages for 3h, 6h, multi-day)</p>