International Summer School in Uganda

Syllabus for course: "Cross-cultural survey research"

Lecturers: Prof. Dr. Dominique Joye  Prof. Dr. Christof Wolf
E-mail: dominique.joye@unil.ch  christof.wolf@gesis.org

On-site assistance: Dr. Loice Natukunda  loinatukunda@gmail.com

Date: September 23–27, 2019
Time: Monday to Friday, 8:30–12:30 and 13:30–17:00

About the Lecturers

Dominique Joye studied political science before he specialized in urban sociology, sociology of inequalities and life-course as well as survey methodology. Past director of the Swiss data archive (SIDOS) he is professor of sociology at the University of Lausanne since 2006. Past member of the methodological advisory board of the ESS he is currently chairing the methodological committee of the ISSP as well as member of the executive and methodological committees of the EVS.

Christof Wolf studied Sociology, Economics, Economic and Social History and Statistics at Hamburg University. In 1996 he received his doctorate in sociology at the University of Cologne and was awarded the venia legendi for sociology in 2003. From 2004 to 2015 Christof Wolf was Scientific Director of the department "Monitoring Society and Social Change", since 2015 he is President of GESIS – Leibniz-Institute for the Social Sciences. Since 2009 he is also a professor for sociology at Mannheim University. His research interests include social stratification, health and social networks.


Loice Natukunda is a lecturer of Organisational Studies at the College of Humanities and Social Sciences, Makerere University, Kampala. She obtained her PhD in Management at the University of Sheffield, UK where she explored the integration of Western designed models of employee performance management into the African organisational context. Loice has experience in collecting data within urban formal organisations in the Netherlands, UK and Uganda. She has also explored the cross-cultural implications around conducting field research in rural Africa examining the opportunities and challenges insider as well as outsider researchers face during data collection, management and analysis.

Short Course Description

This course focuses on cross-cultural survey research and follows up on the introduction to survey methodology. We emphasize issues that have to be taken into account when conducting surveys in more than one culture. The course begins by positioning cross-cultural survey research in the Total Survey Error framework. From there we discuss specific problems of measurement and representation in cross-cultural research. Concerning measurement we discuss question and questionnaire design in cross-cultural perspective, including challenges of translation, harmonization and applying international standard classifications in the survey context. We also briefly touch on different ways to pretest survey questions in a cross-cultural framework.

This will be followed-up by considerations of mode of data collection and sampling, two crucial elements determining what part of the population is represented by a survey. Then we turn to aspects of fieldwork monitoring and the collection of para data. This leads us to discussing approaches to assess survey data quality and comparability of cross-cultural surveys. The course ends by giving participants an overview of data sources and other resources for cross-cultural survey research.
Keywords
Survey methodology, cross-cultural research, standardized methods, comparative measurement, representation

Course Prerequisites
- Basic knowledge of social research methods, in particular survey methodology
- Basic statistical knowledge, ability to use a statistical software, interest in data analysis

Target Group
Participants will find the course useful if:
- they are interested to learn about survey research in a cross-cultural perspective
- they have an interest in quantitative methodology and scientific exploration
- they want to acquire a critical perspective on methods of data production in comparative research

Course and Learning Objectives
By the end of the course participants will:
- have learned basic concepts and methods of comparative survey research
- have developed an awareness of key challenges of cross-cultural survey research and the precautions to take when using such a design
- have the ability to critically assess the quality of a cross-cultural survey

Software and Hardware Requirements
Please bring your own laptops for use in the course and install the following R packages: descr, psych, lavaan, homals, ca, CCA, haven, Hmisc, lme4 before the course.

Long Course Description
Cross-cultural survey research is an important tool for social research. However, the quality of this research is not only a function of the statistical tools used for the analysis but also depends on the quality of the data. This is particularly important in a comparative context where the validity and reliability of measurement instruments can vary from country to country.
The course will be dedicated to two aspects of cross-cultural survey methodology: representation and measurement. Going along these two lines, we will show the most important points to respect in order to obtain high quality data. We will use many examples on how to realise surveys and develop questionnaires based on our activities in international survey projects, in particular the ISSP. The development of the ISSP module 2017 (Social Relations and Social Resources) will be used as a blueprint. As members of the group who has developed this module the instructors will demonstrate how this questionnaire was developed starting from a carefully designed theoretical model to an extensive pretest questionnaire and eventually the final source questionnaire. It will be highlighted that a key element of this process are regular discussions in teams that are made-up of members from different cultural backgrounds reflecting their country’s and culture’s perspective. This collaborative aspect of the development will be emphasised in the exercises. Depending on the statistical expertise of the participants further exercises will focus on more basic or advanced statistical techniques used to assess the quality of measurement.
We will adapt the depth and breadth with which the different topics of the course are covered to the prior knowledge and interests of the participants. Thus, not all details of the lecture are fixed but will be developed in collaboration with the students during the course.

Day-to-day Schedule and Literature

<table>
<thead>
<tr>
<th>Day</th>
<th>Topic(s)</th>
</tr>
</thead>
</table>
| 1   | Cross-cultural surveys as research design  
We introduce cross-cultural surveys (CCS) as a particular kind of research design. Then we posit CCS in the framework of the Total Survey Error (TSE).  
Compulsory reading: CCSG p. 1-13 (see *) |
| **Suggested reading:** SHSM 12 (see **) |
|---|---|
| **2** | Measurement in CCS  
We cover questionnaire design, translation and pretesting in CCS; we also briefly touch on challenges of harmonization and international standards.  
**Compulsory reading:** CCSG p. 150-180; p. 233-285  
**Suggested reading:** SHSM, ch. 19 & 20 |
| **3** | Representation in CCS  
We discuss mode of data collection and sampling in CCS as factors determining the degree to which populations of different groups are covered.  
**Compulsory reading:** CCSG p. 99-149  
**Suggested reading:** SHSM ch. 23 |
| **4** | Data collection in CCS  
We present challenges of data collection in CCS, in particular in the domain of fieldwork monitoring and the collection of paradata.  
**Compulsory reading:** CCSG p. 469-511  
**Suggested reading:** SHSM ch. 25 & ch. 26 |
| **5** | Assessing quality and enhancing usability of CCS  
We introduce procedures to assess the quality and cross-cultural comparability of CCS. We will also present some particularly useful cross-cultural surveys, supplementary data sources and additional resources for CCS research.  
**Compulsory reading:** CCSG p. 748-793  
**Suggested reading:** SHSM ch. 38 & ch. 39 |

**Preparatory Reading**


**Additional Recommended Literature**


