

Siena/Brussels, January 2010

Dear Colleague,

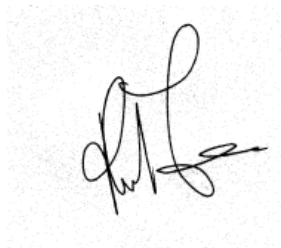
In a globalised world, filled with complex political, social and economic challenges, it is crucial for corporations and government agencies to rely on people with the expertise in survey research to keep a finger on the pulse of public opinion. Does your team have what it takes to fill such demands?

To help you answer to this need, The Center for the Study of Political Change (CIRCaP) at the University of Siena and TNS opinion, part of Taylor Nelson Sofres PLC, are pleased to announce the launching of a new and exciting program: the Comparative Survey Research and Methodology (SRAM) Professional Development Workshops. These three-day intensive workshops (on issues such as sampling and weighting, questionnaire design, and multi-country survey planning) provide training in specific aspects of multi-country survey research for professionals (e.g. pollsters, journalists, think tank specialists, freelancers), and civil servants. Through the range of workshops on offer, professionals can tailor their training to fit their career development objectives in survey research.

In attachment, you will find a comprehensive course description and contact information. We hope that the program raises your interest in providing your organization with an opportunity to develop cutting-edge proficiencies in public opinion research, and ask you to circulate this among colleagues and departments.

We are looking forward to hearing from you about your interest in this program and to seeing you and your staff in one or more of our workshops. If you are in need of further information, please do not hesitate to contact Stacey Bancone at +39 0577 23 5311 (bancone2@unisi.it).

Sincerely,



Prof. Pierangelo Iernia,  
Director of the SRaM PD Workshops



Dr. Pascal Chelala,  
Managing Director at TNS Opinion

## SRAM PROFESSIONAL DEVELOPMENT WORKSHOPS

In Europe and elsewhere, there is a rising demand for skilled graduates in multi-country, multi-language survey research. A growing number of clients - both in corporations and in government - require the support and collaboration of people with the expertise to identify and interpret complex political, social and economic challenges of a global nature through survey research. To answer this need, *The University of Siena* and *TNS opinion* have launched the **SRAM Professional Development Workshops** designed for graduate students, professionals (e.g. pollsters, journalists, think tank specialists, freelancers), and civil servants who seek cutting-edge training in this field. These are one-week intensive workshops designed for those seeking to complement their prior academic or professional experience with added dimensions of expertise dealing with specific aspects of multi-country survey research: sampling, questionnaire design, analysis techniques as well as survey planning and management in a multi-country environment. Participating professionals can also benefit from ongoing SRAM/CIRCaP activities at the Centre during their stay in Siena. Through the range of workshops on offer, professionals can tailor their training to fit their career development objectives in survey research.

### Course Descriptions

#### ***Data Analysis and Management Crash Course:***

This course offers an introduction to themes related to the management and preparation of data matrices. These include the definition of variables and their values, the processes of recoding, defining missing cases, and the construction of multiple indexes and indicators. The course also covers problems tied to measurement errors, as well as techniques of data description for preparation of survey reports, univariate statistics, and the graphical representation of data.

**Instructors:** Francesco Olmastroni and Kaat Smets – University of Siena

**Date/Time:** March 19-20, 2010 - 9AM to 6PM

**E-mail:** [Kaat.Smets@unisi.it](mailto:Kaat.Smets@unisi.it); [olmastroni3@unisi.it](mailto:olmastroni3@unisi.it)

#### ***Measuring Attitudes – New Developments***

This course offers a theoretical and methodological introduction to questionnaire construction based on recent developments in both cognitive psychology and survey design. It focuses on recent developments in attitude measurement, with the aims of improving the quality of the questionnaire, evaluating the effects of question order, and the measurement of implicit attitudes.

**Instructor:** Prof. James H. Kuklinski – Professor of Political Psychology at the University of Illinois

**Date/Time:** April 23-24, 2010 - 9AM to 6PM

**E-mail:** [kuklinsk@illinois.edu](mailto:kuklinsk@illinois.edu)

***Psychology of Survey Response:***

This course offers an introduction to the processes through which survey respondents answer questions and their implications for questionnaire construction. It describes the major psychological components of the response process, including comprehension of the questions, retrieval of information from memory, combining and supplementing information from memory through judgment and inference, and the reporting of answers. It discusses several models of how respondents answer questions in surveys, reviews the relevant psychological and survey literatures, and traces out the implications of these theories and findings for survey practice, especially for the design of questionnaires.

**Instructor:** Prof Roger Tourangeau, University of Michigan

**Date/Time:** May , 6-8, 2010 - 9AM to 6PM

**E-mail:** [rtourangeau@survey.umd.edu](mailto:rtourangeau@survey.umd.edu)

***Sampling and Weighting in Cross National Survey Research:***

This course offers a practical introduction to the problems of sampling design and weighting, with particular reference to cross-national survey research. It provides an update on different sampling techniques such as simple random sampling, stratification, systematic sampling, cluster and multi-stage sampling, in surveys conducted in multi-country and multi-national contexts. It also covers specialized topics such as weighting and non-response adjustments for estimation from sample survey data.

**Instructor:** Prof. Vijay Verma – Professor, Department of Quantitative Methods, University of Siena. Director of International Social Research (ISR), UK

**Date/Time:** May 20-22, 2010 - 9AM to 6PM

**E-mail:** [verma@unisi.it](mailto:verma@unisi.it)

***Comparative Cross National Survey: Planning and management:***

This course intends to offer a practical approach to the processes through which research agencies plan and manage large scale, multi-country public opinion surveys. More specifically, the course will cover the quality management processes such as those created by TNS for the Eurobarometer, the World Bank, the Transatlantic Trends Survey and the Transatlantic Immigration Survey.

**Instructor:** Dr. Pascal Chelala – Managing director, TNS Opinion, Brussels

**Date/Time:** May, 28-29, 2010 - 9AM to 6PM

**E-mail:** [pascal.chelala@tns-opinion.com](mailto:pascal.chelala@tns-opinion.com)

Applicants are required to send in an email attachment a letter of interest and CV at least two weeks before the start date of each workshop.

**Contacts:**

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