Survey Research

This page provides references and readings for survey research, including special topics in survey design, administration, and analysis using survey tools. These pages are continually being revised and updated to reflect new resources. Do you have suggestions for content we should add to this page? Send us an email with your suggestions and a link to this page!

search Qualtrics
search-small SurveyGizmo
search-small SurveyGizmo Data Cleaning Tutorial
search-small Ensuring Complete, Valid, and Reliable Responses
search-small Calculating Response Rates & Sample Sizes
search-small General Steps for Cleaning Raw Data
search-small Importing & Exporting Open-Ended Responses
search-small Post-stratification Weights
search-small Satisficing
search-small Best Practices for Sending Reminders
search-small Checklist Before You Launch Your Survey
search-small How to Write an Invitation
search-small Survey Research Literature
search-small Answering the Race Question
search-small Big Data & Survey Research
search-small Incentives in Survey Research
search-small Race on the U.S. Census over time
Through the 2018 academic year, students, faculty, and staff in the College of Liberal Arts & Sciences may request SurveyGizmo and Qualtrics accounts at no personal cost.

Request SurveyGizmo or Qualtrics Account
search-small Survey Research FAQs

help Need Help? Meet with a consultant!

workbox CITL Data Homepage