


MANNHEIM DATA SCIENCE CERTIFICATE: SURVEYS

This certificate is designed to prepare you to help organizations to understand and focus on the people they serve (e.g., citizens for government, users for internet platforms, customers for companies). With the skills you acquire with this certificate, you will be able to develop surveys that help create understanding and empathy around peoples' preferences and needs.

KEY FACTS

 **STRUCTURE**
Asynchronous learning through video lectures combined with weekly 1-hour live online meetings


 **CERTIFICATE DURATION**
3 courses
4-8 weeks per course

 **TIME COMMITMENT**
Part-Time (12 hours/week)

 **LANGUAGE**
English

 **APPLICATION REQUIREMENTS**

- An academic degree
- Fluency in English

 **CREDITS**
Certificate of Completion

 **PARTICIPANTS**
Limited to 20

CERTIFICATE DESCRIPTION

This certificate introduces students to questionnaire development, the concepts of usability and usability testing, and how to apply usability testing to survey research. You will not only get hands-on experience in developing a questionnaire and apply tools to pretest the questionnaire, but also learn about theoretical models for understanding the respondent-survey interaction. In addition, you will learn practical methods for incorporating iterative user-centered design and testing into the survey development process. On this basis, you will dive deep into web surveys and online panels as a mode of survey data collection that is becoming increasingly important in our digital world. You will learn to manage the entire process of collecting data via a web survey and acquire the tools to design a questionnaire to be fielded online.

KEY BENEFITS

- **Excellence:** Theoretically based and practice-oriented learning from a faculty from world's top ranked universities, statistical agencies and businesses
- **Flexibility:** Join courses online from anywhere in the world, at your own pace.
- **Online learning:** Asynchronous learning experience (pre-recorded lectures, readings) and synchronous learning experience (virtual classroom, weekly live discussions led by the instructor)
- **Participant profile:** Participants benefit from a diverse group of international peers coming from various industries and with different occupational profile




BY COMPLETION OF THE CERTIFICATE YOU WILL...

- be able to develop your own questionnaire based on a research question
- be able to apply the knowledge about the cognitive response process to write good survey questions
- know different techniques to ask respondents about sensitive topics
- be able to develop questions that ask about facts (i.e., behaviors and events) and non-fact (i.e., attitudes and opinions)
- learn about moderating techniques, such as the think-aloud protocol and verbal probing
- learn when to test, where to test (lab vs. field vs. remote), what to test, and who to test with (type and number of participants)
- be able to plan for usability testing (develop protocol guide, determine test metrics, consider hardware/software)
- understand how to collect, record, and analyze usability data
- know if a web survey is appropriate for the target population of a research project
- be able to manage the entire process of collecting data via a web survey
- have a better understanding on online panels and how to use them
- know where to find answers to questions related to web surveys and online data collection
- learn how to program a web survey

COURSES



SAMPLE SCHEDULE

	Usability Testing for Survey Research	Questionnaire Design	Web Survey Methodology
 Mandatory weekly online meeting	Wednesdays, 8:00 AM EDT/ 2:00 PM CEST February 24 – March 17, 2022	Thursday, noon EST/ 6:00 PM CET March 30 – April 20, 2022	Tuesdays 9 PM CEST June 17 – August 5, 2022
Final Exam	March 31, 2022	-	August 12, 2022

CASE STUDIES & EXAMS

There will be a mixture of weekly online quizzes and assignments. Additionally, the courses each conclude with a final exam.

To see all courses in the upcoming term click [here](#).