

## > Complex samples

Duration: 2 days

### ■ Introduction

A thorough grounding in sampling methodologies and how to gather and analyse these data in SPSS will be covered by this course. It allows you to select a sample according to a complex design and incorporate the design specifications into the data analysis, thus ensuring that your results are valid. The course covers:

- Sampling from a population, from simple random sampling, stratified sampling to multistage sampling with and without replacement
- Building a sampling plan
- Analysis and reporting of results

On completing this course you will understand the underpinnings of successful survey sampling, how to design an optimal sampling plan and carry out analysis, deriving the most information from their resource commitment.

### ■ Course Content

Areas covered include:

- Sampling basics
- Probability non-probability samples
- Sampling error
- A sample SPSS Complex Samples session
- Setting up a sampling plan including stratification, clustering and one & two stage sampling designs
- Entering an existing sampling plan
- Data format and entry
- Frequencies and descriptive summaries
- Crosstabulation tables and tests of independence
- Ratio estimation
- General Linear Models, (T-Tests and Linear regression)
- Logistic Regression

### ■ Target Audience

This course targets survey researchers who conduct studies that involve complex samples as well as analysts who work with survey data from complex samples.

### ■ Prerequisites

On-the-job experience with SPSS for Windows or completion of the Introduction to SPSS or Statistical Analysis with SPSS courses. Basic knowledge of statistics and sampling methodology will be helpful.

