

# Training – Survey and Data Science

Frauke Kreuter

JPSM – Uni Mannheim – IAB

Canberra 2018



## INTERNATIONAL PROGRAM IN SURVEY AND DATA SCIENCE

offered through the University of Mannheim and the Joint Program in Survey Methodology (Universities of Maryland and Michigan, Westat)

BE PART OF IT



We are pleased to announce the launch of the International Program in Survey and Data Science (IPSDS). Fundamental changes in the nature of data, their availability, the way in which they are collected, integrated, and disseminated are a big challenge for all those working with designed data from surveys as well as organic data. IPSDS was developed in response to the increasing demand from researchers and practitioners for the appropriate methods and right tools to face these changes. We offer a multidisciplinary curriculum, world-class faculty, and a web-based learning environment that allows you to take courses from anywhere in the world.

# Problem we tried to solve – In brief

- Allow for multidisciplinary curriculum
- Modularized – adapt to prior skills and work needs
- Relevant methods and tools
- Mix of faculty from academia and industry

Key elements:

- Flexible web-based learning environment
- Live (video) interaction with faculty and students
- Face-to-face networking meetings

# Why regular Data Science courses don't work

- Little discussion of data quality
- Data Science happens in context
- Single data sources unlikely to be sufficient
- Combination of surveys and other data sources needed

# Partners and Funding

## University Partners

- University of Maryland
- University of Mannheim
  
- Catholic University of Santiago de Chile
- Australian National University
- Beijing University
- Ashoka University (expressed interest)
- U. of Capetown (planned)



## Other Partners

- SRO - Michigan
- PEW
- German Record Linkage Center
- GESIS
- Bureau of Labour Statistics
- U.S. Census Bureau
- Statistics Netherlands

The project on which this report is based was promoted with funds from the Federal Ministry of Education and Research under the reference number (16OH22064). Responsibility for the contents of this publication lies with the author.



# Modules

Data Output/Access

Learn how to communicate results, distribute and store your data; Ethics

Data Analysis

Learn a variety of analysis methods suited for different data types

Data Curation/Storage

Learn how to curate and manage data

Data Generating Process

Understand how to collect data, and how data are generated through administrative and other processes.

Research Question

Learn how to ask the right question and evaluate which data can/should be used to answer it

# Data Output/Access

min.  
3 credits/  
6 ECTS

Ethics  
1 credit/2 ECTS

Data  
Confidentiality and  
Statistical  
Disclosure Control  
2 credits/4 ECTS

Visualization  
2 credits/4 ECTS

# Data Analysis

min.  
6 credits/  
12 ECTS

GLM  
3 credits/6 ECTS

Analysis of  
Complex Data  
3 credits/6 ECTS

Propensity  
Score/Statistical  
Matching  
3 credits/6 ECTS

Machine Learning  
I-III  
1 credit/2 ECTS  
each

# Data Curation/Storage

min.  
3 credits/  
6 ECTS

Database  
Management  
3 credits/6 ECTS

Data Munging I-III  
1 credit/2 ECTS  
each

# Data Generating Process

min.  
4 credits/  
8 ECTS

Data Collection  
3 credits/6 ECTS

Record Linkage  
1 credit/2 ECTS

Practical Tools for  
Sampling and  
Weighting  
3 credits/6 ECTS

Applied Sampling  
3 credits/6 ECTS

Experimental  
Design  
3 credits/6 ECTS

# Research Question

min.  
3 credits/  
6 ECTS

Fundamentals of  
Survey and Data  
Science  
3 credits/6 ECTS



# Format

Each week set of videos  
(pre-recorded)

Lectures are broken into easily  
digestible sessions to help  
participants to better focus on the  
material

Engage with the material at their  
own pace

The image shows a screenshot of a course website on the left and a video player on the right. The website lists course materials for Week 3, including lectures on K-Nearest Neighbors, CARTS, and HW 2 Assignment. The video player is displaying a slide titled "Machine Learning Methods/Techniques" with the following content:

- There are many different machine learning methods available
- Many are non-parametric in nature and while a functional form can be specified, it is generally not a natural byproduct of the method
- Wu et al. (2008) provide an overview of ten of the top machine learning algorithms including (see <http://bit.ly/rlW7lr>):
  - ★ K-means Clustering
  - ★ PageRank
  - ★ K-nearest neighbors
  - ★ Support Vector Machines
  - ★ Decision Trees and Classification and Regression Trees
  - ★ Apriori Algorithm
  - ★ The EM Algorithm (Expectation-Maximization)
  - ★ Naive Bayes
  - ★ Ensemble Methods (like AdaBoost and Random Forests)

The video player shows the video is playing at 02:15 / 4:40. The slide also includes a "Small Course Big" logo and a small video inset of a speaker.



# Annual „Connect“ Event



<http://coleridgeinitiative.org>  
<http://survey-data-science.net/>

[fkreuter@umd.edu](mailto:fkreuter@umd.edu)