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# WHAT IS GOOD RESEARCH?: DESIGNING AND EVALUATING QUALITY STUDIES

Today, there are more ways than ever for researchers in health and medicine, business and public policy, education, and the social sciences to design, conduct, and analyze studies to measure behaviors, attitudes, opinions, and beliefs. But with greater access to data and technologies, there is also increased potential for poorly designed research that can yield inaccurate findings. Poorly worded and formatted questions, reliance on easy, cheap samples of unknown quality, and low participation rates among some subgroups loom large.

In this seminar, we will review potential threats to data quality using the widely-cited Total Survey Error (TSE) framework, focusing on coverage, sampling, nonresponse, and measurement error. Examples will be presented to highlight potential threats in these areas of data quality and how they may be addressed. This seminar should benefit researchers who are engaged in primary data collection as well as secondary data users.

Ashley Clark is the director of the Center for Survey Research and a clinical assistant professor in the O'Neill School of Public and Environmental Affairs where she teaches applied research methods. Ashley has 20+ years of experience as an applied statistician designing, conducting, and analyzing surveys in collaboration with faculty, staff, and students.

Lilian Yahng is the director of research and development at the Center for Survey Research (CSR) and its senior methodologist. Lilian has 10+ years of experience designing, conducting, and analyzing surveys at the CSR. Her research interests include measurement error, multi-modal and responsive design, and nonresponse in complex designs. She is also the director of the CSR's Research Lab.

**Friday, November 08, 2019**  
**10-11:30am**

**Social Science Research Commons**  
Woodburn Hall 200, 1100 E. 7th St., Bloomington, IN

**<https://go.iu.edu/DoGoodResearch>**  
Information and registration



**Ashley Clark**



**Lilian Yahng**

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