Course Overview

This three-day workshop will focus on designing, conducting and analyzing U.S. based multi-racial/ethnic political surveys using data primarily from the 2008 Collaborative Multi-racial Post-Election Survey (CMPS). The CMPS is a national survey of 4,563 respondents who voted in the November 2008 election and that self-identified as Asian (n=919), Black (n=945), Latino (n=1577), and White (n=1122). The CMPS is the first multiracial and multilingual survey of registered voters across multiple states and regions in a presidential election. The survey was available in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese.

Workshop topics include developing the survey instrument and multiple language protocols; data collection, survey formats, and fielding the survey; developing a research question, designing a project using multi-racial/ethnic data; outcomes and enhancing the data; as well as collaborative funding strategies and working in project teams.

Participants are encouraged (but not required) to bring to the workshop their own survey project idea/instrument and/or funding proposal. An important part of this workshop will be the collaboration and networking opportunities offered to the participants interested in racial and ethnic data collection. Participants will gain full access to the 2008 CMPS data both during and after the workshop and will leave the workshop with a level familiarity with this data-set required to effectively utilize this data source for personal research interests.

The planned schedule of the course is as follows. Each day is divided into two sessions, morning and afternoon.

Day 1. Session 1. Making the Case to Funders: Why Develop Multi-racial/ethnic Surveys?
- Introductions and background
- Workshop overview
- Presentation: Why the need for multiracial/ethnic surveys?
- Applied Group Activity

Reading for Discussion
Day 1. Session 2. Developing the Survey Instrument and Multiple Language Protocols
- Presentation: The survey instrument and multilingual protocols
- Presentation: Experiment on language of interview
- Applied Group Activity

Readings for Discussion

Day 2. Session 1. Data Collection, Survey Formats, and Fielding the survey
- Presentation: Data collection and more
- Presentation: Hard to reach populations
- Applied Group Activity

Reading for discussion
- Smith, Tom W. (2012). Surveying Hard-to-Reach Populations in Comparative Perspective. NORC

Day 2. Session 2. Developing a Research Question and Designing a Project Using Multi-racial/ethnic Data
- Presentation: Questions, Research Design and Enhancing the Data
- Group Discussion

Reading for discussion

Day 3. Session 1. Outcomes and Using the Data
- Presentation: Research using the 2008 CMPS
- Applied Group Activity

Reading for discussion

Day 3. Session 2. Collaborative Funding Strategies and Project Teams
- Presentation: Budget and Costs
- Applied Group Activity
- Presentation: Wrapping up and Lessons Learned