

**SURVEY
FUTURES**
SURVEY DATA COLLECTION
METHODS COLLABORATION

Training and capacity building

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Agenda

- Updates
- Findings from the TCB workshop (scoping exercise on training needs)
- Next steps

TCB goals

- Better understand the methodological skills needs of the sector, and the barriers and challenges in building survey methodology capacity in the UK
- Develop opportunities for survey research staff to enhance their methodological expertise and skills
- Facilitate knowledge exchange

TCB Activities update

- Supporting ECRs in survey research
 - ECR network established (supported by Cristian Domarchi)
 - ECR conferences in planning for 2025 and 2026
 - ECR survey practice visits to NatCen and ONS
 - ECR Impact Award scheme – award ceremony on 17th October, London
- TCB workshop report published: identification of training needs
- Methodological Special Interest Groups (MSIGs)
 - Live Video Interviewing; Retrospective Qualitative Research
 - Across sectors
 - Across career stages

Survey Training Network

- TCB practice forum: 13th Nov at 1-3pm, online
- Aim: build a TCB network with key stakeholders
- Objectives:
 - Identify how to improve research capacity in the survey field
 - Identify what training and upskilling is needed
 - Where and how do people find out about training
 - Develop proposals for survey research capacity building activities, building pipelines

TCB workshop held in 2023

- Purpose: to identify training needs and priorities in survey methodology and survey data collection
- Two-hour online workshop, November 2023
- ~40 participants
 - academia, government, public and not-for-profit sectors
 - England, Northern Ireland, Scotland and Wales
- In small groups, participants:
 - considered a list of training needs and identified priorities
 - produced a specification of training requirements for priority area(s)

List of training needs shared with workshop participants

- Research design
- Research ethics
- Quantitative data analysis
- Longitudinal research
- Computational methods
- Data linkage
- Using non-survey data sources to augment survey data
- Design strategies that address:
 - selection bias
 - non-response
 - missing data
- Analysis strategies that address:
 - selection bias
 - non-response
 - missing data

Findings: Knowledge and skills

- Knowledge needs
 - Theories, concepts, ideas, evidence
- Skills needs
 - Practical application of knowledge to research problems
- Foundational knowledge
 - Understanding key survey concepts and methods and their strengths and weaknesses
- Additional knowledge
 - Builds on and extends foundational knowledge, developing understanding of new techniques, theories, and approaches and in evaluating different design options

Training & development priorities identified by workshop participants

- Research design – evaluation of; factors shaping, mixed mode
- Data collection – methods, non-response, constraints
- Data quality, data access/linkage, computational methods
- Data protection and ethics
- Survey research problem diagnosing and solving
- Communicating complex, technical information
- Commissioning surveys
- AI/emerging technologies

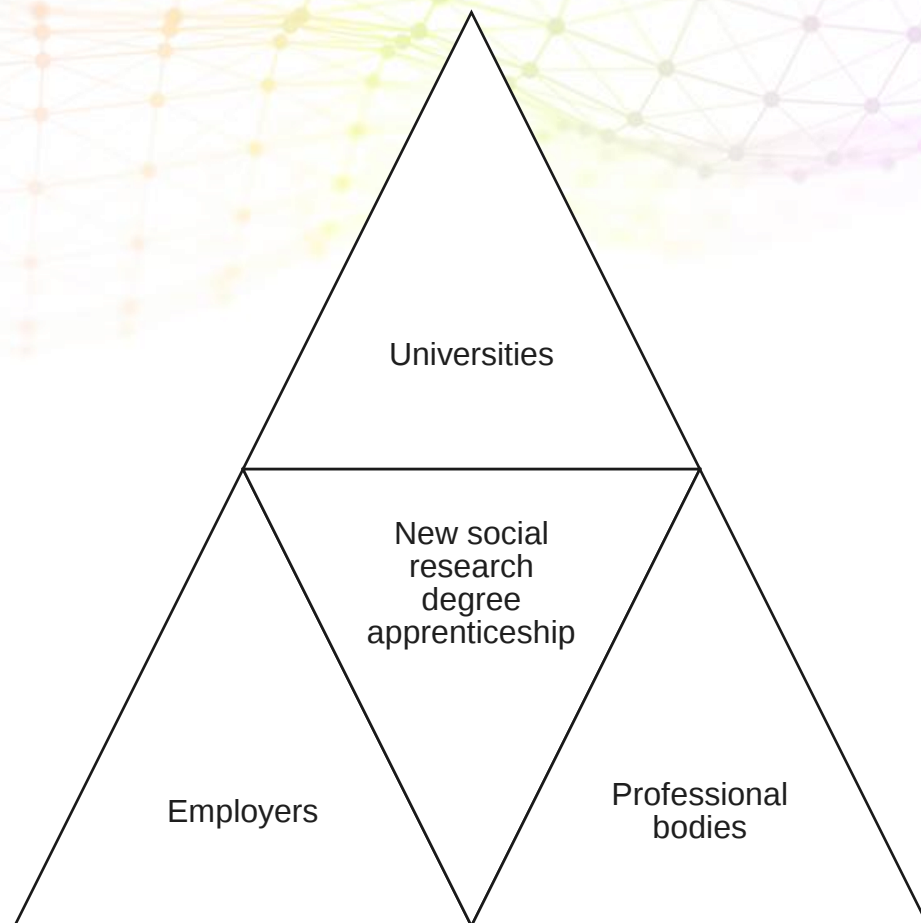
More than just training courses

- Skills development
 - Research methods skills – core and advanced
 - Soft skills
 - New skills e.g. working with AI
- Knowledge and skills development
 - Formal training
 - On-the-job
 - Networking/knowledge exchange (e.g. webinars, conferences)
 - Resources (e.g. how-to guides, top-tips, evidence summaries)

Illustration of knowledge and skills needs identified

Topic	Foundational knowledge needs	Additional knowledge needs	Skills training needs
Survey data quality (Priority)	• Survey data quality principles • Measures of survey quality e.g. non-response bias	• Factors that affect survey data quality • Relationship between survey data quality and survey design	• Assessing survey data quality during and after data collection • Evaluating the quality of different survey designs

Survey research pipeline



- How do we ensure we continue to attract people into survey research, particularly those with higher-level statistical skills?
- What survey research skills should be taught in university?

Next steps

- Working with training providers to improve the signposting of current survey research methods short courses
- Working with Survey Futures work package leads to ensure project outputs e.g. good practice guides are accessible to all working with surveys
- Creating opportunities to share knowledge and discuss issues
- What else do you think we should be doing/needs doing?