



[sampling frame](#) at the time of selection. | [Poststratification adjustment](#) | A statistical adjustment that assures that sample estimates of totals or percentages (e.g., the estimate of the percentage of men in living in Mexico based on the sample) equal population totals or percentages (e.g., the estimate of the percentage of men living in Mexico based on Census data). The adjustment cells for [poststratification](#) are formed in a similar way as [strata](#) in sample selection, but variables can be used that were not on the original [sampling frame](#) at the time of selection. | [Precision](#) | A measure of how close an estimator is expected to be to the true value of a parameter, which is usually expressed in terms of imprecision and related to the [variance](#) of the estimator. Less [precision](#) is reflected by a larger variance. | [Precoding](#) | When designing the questionnaire and survey instrument, determine [coding](#) conventions and formats of survey [items](#) (especially the [closed-ended questions](#)) based on existing coding frames or prior knowledge of the [survey population](#). | [Prescribed behaviors](#) | Interviewer behaviors that must be carried out exactly as specified. | [Pretesting](#) | A collection of techniques and activities that allow researchers to evaluate survey questions, questionnaires and/or other survey procedures before data collection begins. | [Primacy](#) | [Context effects](#) in which the placement of the [item](#) at the beginning of a list of [response options](#) increases the likelihood that it will be selected by the respondent. | [Primary Sampling Unit \(PSU\)](#) | A [cluster](#) of elements sampled at the first stage of selection. | [Probability proportional to size \(PPS\)](#) | A sampling method that assures that sample estimates of totals or percentages (e.g. the estimate of the percentage of men living in Mexico based on the sample) equal population totals or percentages (e.g. the estimate of the percentage of men living in Mexico based on Census data). The adjustment cells for postratification are formed in a similar way as [strata](#) in sample selection, but variables can be used that were not on the original [sampling frame](#) at the time of selection. | [Probability sampling](#) | A sampling method where each element on the [sampling frame](#) has a known, non-zero chance of selection. | [Process analysis](#) | The use of tools such as flowcharts to analyze processes, e.g., respondent [tracking](#), computerized instrument programming and testing, [coding](#), data entry, etc. The aim is and to identify indicators or measures of the [quality](#) of products. [Process analysis](#) also is used to identify improvements that can be made to processes. | [Process improvement plan](#) | A plan for improving a process, as a result of [process analysis](#). A [process improvement plan](#) may result from development of a [quality](#) management plan, or as a result of [quality assurance](#) or [quality control](#). | [Process indicator](#) | An indicator that refers to aspects of data collection (e.g., HPI, [refusal rates](#), etc.). | [Processing error](#) | Survey error ([variance](#) and [bias](#)) that arise during the steps between collecting information from the respondent and having the value used in estimation. [Processing errors](#) include all post-collection operations, as well as the printing of questionnaires. Most processing errors occur in data for individual units, although errors can also be introduced in the implementation of systems and estimates. In survey data, processing errors may include errors of transcription, errors of [coding](#), errors of data entry, errors in the assignment of weights, errors in disclosure avoidance, and errors of arithmetic in tabulation. | [Progress indicator](#) | An indicator that refers to aspects of reaching the goal (e.g., number of complete interviews). | [Proxy interview](#) | An interview with someone (e.g., parent, spouse) other than the person about whom information is being sought. There should be a set of rules specific to each survey that define who can serve as a [proxy](#) respondent. | [Public use data files](#) | An anonymized data file, stripped of respondent identifiers that is distributed for the public to analyze. | [Public-use data file](#) | An anonymized data file, stripped of

respondent identifiers that is distributed for the public to analyze.

**Quality** | The degree to which product characteristics conform to requirements as agreed upon by producers and clients.

**Quality assurance** | A planned system of procedures, performance checks, quality audits, and corrective actions to ensure that the products produced throughout the **survey lifecycle** are of the highest achievable quality. **Quality assurance** planning involves identification of key indicators of quality used in quality assurance.

**Quality audit** | The process of the systematic examination of the **quality** system of an organization by an internal or external quality auditor or team. It assesses whether the **quality management plan** has clearly outlined **quality assurance**, **quality control**, corrective actions to be taken, etc., and whether they have been effectively carried out.

**Quality checklist** | A checklist for **quality** identifies all the steps, procedures, and controls specified to ensure required procedures have been followed and their goals met. An example of a Translation **Quality Checklist** is the ESS Round 7 Translation Quality Checklist (European Social Survey, 2014c).

**Quality control** | A planned system of process monitoring, verification, and analysis of indicators of **quality**, and updates to **quality assurance** procedures, to ensure that quality assurance works.

**Quality management plan** | A document that describes the **quality** system an organization will use, including **quality assurance** and **quality control** techniques and procedures, and requirements for documenting the results of those procedures, corrective actions taken, and process improvements made.

**Quality profile** | A comprehensive report prepared by producers of survey data that provides information data users need to assess the **quality** of the data.

**Question-by-question objectives** | Text associated with some questions in interviewer-administered surveys that provides information on the objectives of the questions.

**Questionnaire adaptation** | The deliberate technical or substantive modification of some feature of a question, **response scales**, or other part of a questionnaire to better fit a new socio-cultural context or particular **target population** (e.g., updating language: ‘radio’ for ‘wireless’; adapting an adult questionnaire for children: ‘tummy’ for ‘stomach’; or **tailoring** for cultural needs: walk several blocks versus walk 100 yards).

**Quota sampling** | A non-**probability sampling** method that sets specific sample size quotas or target sample sizes for subclasses of the **target population**. The sample quotas are generally based on simple demographic characteristics (e.g., quotas for gender, age groups, and geographic region subclasses).

**Random route (Random walk)** | For each randomly-chosen sampling points (e.g., urban units, small cities, or voting districts), interviewers are assigned with a starting location and provided with instructions on the random walking rules - e.g., which direction to start, on which side of the streets to walk and which crossroads to take. Households are selected by interviewers following the instructions. The routes end when the predefined number of respondents (or households) is achieved (Bauer, 2016). Since the probability of the selected household is unknown, this method is categorized as non-**probability sampling** methods (Bauer, 2016).

**Random-digit-dialing (RDD)** | A method of selecting telephone numbers in which the **target population** consists of all possible telephone numbers, and all telephone numbers have an equal probability of selection.

**Ranking format** | A response format where respondents express their preferences by ordering persons, brands, etc. from top to bottom, i.e., generating a rank order of a list of **items** or entities. Example: Listed below are possible disadvantages related to smoking cigarettes. Please enter the number 1, 2, 3, or 4 alongside each possible disadvantage to indicate your rank ordering of these. 1 stands for the greatest disadvantage, 4 for the least disadvantage.

Harmful effects on other people’s health  
 Stale smoke smell in clothes and furnishings  
 Expense of buying cigarettes  
 Harmful effects on smoker’s health

