



EuroMeSCo Workout 2025

CALL FOR PARTICIPANTS

As part of EuroMeSCo's capacity-building initiative, with financial support from the Spanish Agency for International Development Cooperation (AECID), a series of online and offline training sessions, labelled 'EuroMeSCo Workout Courses,' will be implemented in 2025. These sessions aim to strengthen the research skills and capacities of EuroMeSCo's think tankers and researchers, based on identified needs and prior consultations within the network.

In this framework, two online EuroMeSCo Workout courses will be organised throughout June 2025:



Applied survey methods for researchers and think tankers

Wednesdays 4, 11, 18, 25 June. 15h00-17h00

Eleftherios Giovanis

Associate Professor of Economics, Department of International Trade and Business
Izmir Bakircay University



Policy evaluation and impact analysis for research institutions and think tanks

Thursdays 5, 12, 19, 26 June. 15h00-17h00

Antoine Baudon

Business Manager and Deputy Director

Aileen van Leeuwen

M&E Specialist and Research Fellow
The International Centre for Counter-Terrorism (ICCT)





As practical and interactive training programmes, most of the sessions involve a peer-to-peer dimension, the trainers being from the think tank and research community themselves.

These courses will be **free of charge** for the selected participants. Priority will be given to researchers and think tankers affiliated with institutes or think tanks from the [EuroMeSCo network](#).

In order to apply, candidates are invited to complete the online form before **24 April 2025, 23:59 CET**.

Course description:

APPLIED SURVEY METHODS FOR RESEARCHERS AND THINK TANKERS

Wednesdays 4, 11, 18, 25 June. 15h00-17h00

COURSE SUMMARY AND OBJECTIVES

This course is designed to equip participants with the essential knowledge and skills needed to effectively understand, design, administer, analyse, and interpret survey data across various disciplines, including business, education, economics, health, and the social sciences. The course provides a comprehensive introduction to survey research, covering fundamental aspects such as questionnaire design, data collection methodologies, sampling techniques, handling missing data, estimation, and data presentation. Additionally, the course will guide participants on how to access, download, or request confidential micro-level data and demonstrate the practical application of survey data using google forms as a survey design software and statistical software such as Excel and SPSS for data analysis.

METHODOLOGICAL APPROACH

This course takes participants through each step of the survey research process with a focus on both understanding and applying key concepts. Starting with effective questionnaire design, it covers how to create clear and reliable questions using cognitive and pilot testing techniques. Various survey methods are explored—such as online, telephone, and mixed-mode approaches—along with their practical advantages and challenges. Attention is also given to sampling strategies that support fair representation and to methods for improving response rates. Learners engage with real data using tools like Google Forms, Excel, SPSS, and R, developing skills in data analysis, interpretation, and presentation. Throughout, the emphasis is on blending theory with hands-on practice to support confident and informed use of survey methods across different fields.



COURSE STRUCTURE

SESSION 1: QUESTIONNAIRE DESIGN

This session provides an in-depth exploration of the key principles of questionnaire design, including:

- Understanding different types of survey questions, such as demographic, attitudinal, and relational attributes.
- Identifying key aspects of relationships measured in surveys through focus groups, interviews, and other research methods.
- **The importance of cognitive and pilot testing in refining questionnaire design:**
 - *Cognitive Testing*: Techniques such as think-aloud protocols and follow-up probing to assess how respondents interpret survey questions.
 - *Pilot Testing*: Evaluating the survey with a small sample to identify question ambiguities and response inconsistencies.
- **Ensuring survey validity and reliability:**
 - *Validity*: Do the survey questions measure what they are intended to measure? (Face, content, construct, and criterion validity).
 - *Reliability*: Do the survey questions produce consistent results over time? (Test-retest, internal consistency, and inter-rater reliability).
- Recognising common errors in question formulation and sequencing that lead to bias.
- Constructing effective questionnaire components, including introductions, instructions, section headings, and conclusions.
- **Exploring various question formats, including:**
 - Continuous and categorical variables.
 - Multiple-choice, ordinal, interval, and ratio scales.
 - Open-ended and closed-ended questions.
- Evaluating the influence of question format on subsequent data analysis.

SESSION 2: CONDUCTING SURVEYS

This session examines survey administration methods and strategies to ensure reliable data collection:



- Comparing different survey methods, including:
 - Telephone interviews, Interactive Voice Response (IVR), traditional mail, email, and online surveys.
- Online survey tools (e.g., Google Forms, Microsoft Forms, SurveyMonkey, SurveyPlanet).
- Advantages and limitations of different tools (cost, accessibility, ease of use, customisation).
- Understanding minimum response rate thresholds for producing statistically valid results.
- Analysing sampling methods to generate representative samples.
- Strategies to maximise response rates and minimise non-response bias.

Problem Set:

- Design a sample questionnaire for a research topic of your choice.
- Determine an appropriate sample size and justify the sampling method.

SESSION 3: DATA SOURCES, SURVEY PRESENTATION, AND VISUALISATION

This session introduces key data sources and techniques for data visualisation:

- Overview of household surveys, such as:
 - The UK Household Longitudinal Survey (UKHLS).
 - The German Socio-Economic Panel (SOEP).
 - The European Union Survey of Income and Living Conditions (EU-SILC).
- Guidance on requesting access to confidential microdata.
- Introduction to survey data analysis using software (e.g., R, SPSS, STATA, Python).
- Effective visualisation techniques, including:
 - Pie charts
 - Bar graphs
 - Histograms
 - Line graphs (depending on variable types)



Problem Set:

Participants will create and present visual representations of sample data.

SESSION 4: SURVEY DATA ANALYSIS

Participants will learn how to conduct basic statistical analysis using survey data:

- Descriptive statistics, including measures of central tendency and dispersion (e.g., mean, variance).
- Confidence intervals and hypothesis testing.
- Introduction to regression analysis for exploring relationships in survey data.

Problem Set:

Conducting statistical tests using sample datasets.

LEARNING OUTCOMES

By the end of the course, participants will:

- Develop a solid understanding of survey-based research methodologies.
- Design and evaluate questionnaires while addressing potential issues in sample selection and response bias.
- Identify and access reliable data sources for research applications.
- Import, manage, and analyse survey data using statistical software.



POLICY EVALUATION AND IMPACT ANALYSIS FOR RESEARCH CENTERS AND THINK TANKS

Thursdays 5, 12, 19, 26 June. 15h00-17h00

TRAINING OVERVIEW

This training provides participants with the foundational knowledge and skills to design and implement evidence-based public policy evaluations. Through interactive sessions, they will explore all evaluation stages and apply key tools, including the Theory of Change and Logical Framework. The course also covers qualitative and quantitative data collection, bias mitigation, and utilisation-focused reporting for policy impact. Using a real-world case study, participants will work in subgroups to apply concepts in practice, receiving peer and trainer feedback. This structured, hands-on approach ensures both theoretical understanding and practical evaluation skills.

METHODOLOGICAL APPROACH

This training will be delivered by two expert trainers using an interactive, practice-oriented format. Each session combines theoretical presentations with short exercises and collaborative working sessions to reinforce learning and application.

All working sessions revolve around a single real-world public policy case study. In the first session, participants are divided into four subgroups, in which they will develop their evaluation approach for the case study throughout the course. At the end of each session, subgroups will form pairs to present their work to each other, ensuring all participants receive efficient peer and trainer feedback.

To enhance retention, each session will start with a brief recap of key takeaways from previous sessions. This structured approach ensures participants leave with a strong theoretical foundation and enhanced skills to evaluate the impact of public policies.



COURSE STRUCTURE

Session 1: Designing an Evaluation Plan I

- Introduction to evidence-based public policy evaluation and impact assessment
- Main types and approaches to evaluation
- Creating a Theory of Change (ToC)
- Case study: Choose an evaluation approach and create a basic ToC

Session 2: Designing an Evaluation Plan II

- Formulating SMART results (outputs, outcomes, impact)
- Developing a Logical Framework and defining meaningful indicators
- Case study: Define SMART results and indicators

Session 3: Data Collection and Analysis

- Common qualitative and quantitative data collection methods
- Challenges and good practices in data collection and analysis
- Tools and technology for data collection and analysis
- Identifying and reducing bias
- Case study: Choose data collection methods and identify risks for bias

Session 4: Reporting, Learning and Utilisation

- Creating actionable and digestible M&E reports
- Stakeholder management and effective communication
- Fostering institutional learning and utilisation of M&E findings
- Case study: Blue sky thinking on how to format and utilise the results so that they will lead to actual use and changes in public policies
- Final quiz and reflection exercise