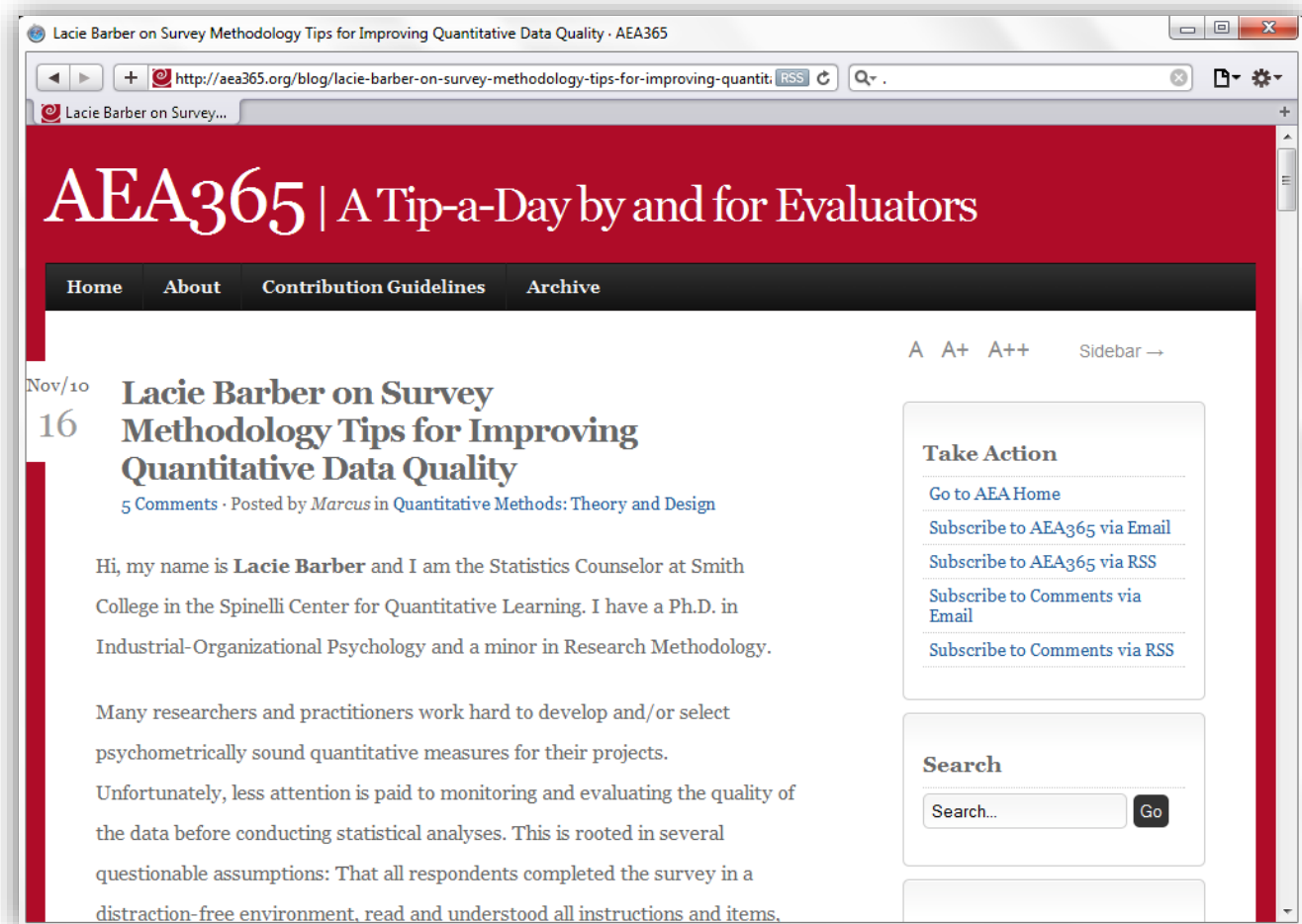


# SURVEY METHODOLOGY TIPS FOR IMPROVING QUANTITATIVE DATA QUALITY



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Nov/10 16 **Lacie Barber on Survey Methodology Tips for Improving Quantitative Data Quality**  
5 Comments · Posted by *Marcus* in Quantitative Methods: Theory and Design

Hi, my name is **Lacie Barber** and I am the Statistics Counselor at Smith College in the Spinelli Center for Quantitative Learning. I have a Ph.D. in Industrial-Organizational Psychology and a minor in Research Methodology.

Many researchers and practitioners work hard to develop and/or select psychometrically sound quantitative measures for their projects. Unfortunately, less attention is paid to monitoring and evaluating the quality of the data before conducting statistical analyses. This is rooted in several questionable assumptions: That all respondents completed the survey in a distraction-free environment, read and understood all instructions and items.

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