

Z. Tuba Suzer Gurtekin

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Education

- University of Michigan**, Ann Arbor, MI December 2013
Ph.D. in Survey Methodology
- University of Michigan**, Ann Arbor, MI April 2007
Master of Science in Survey Methodology,
Statistical emphasis
- Western Michigan University**, Kalamazoo, MI May 1999
Master of Business Administration
- Istanbul Technical University**, Istanbul, Turkey July 1994
Bachelor of Science in Mechanical Engineering, Major Textiles

Dissertation

- “Investigating the Bias of Alternative Statistical Inference Methods in Mixed-Mode Surveys”
Advisors: Professors Steven G. Heeringa and Richard Valliant
Doctoral Dissertation Improvement Grant, 9/1/2012-8/31/2013
National Science Foundation

Research Experience

- Assistant Research Scientist, Surveys of Consumers, SRC** January 2017-Present
Institute for Social Research, University of Michigan
- Research Fellow, Program in Survey Methodology** June 2014-June 2017
Institute for Social Research, University of Michigan
Development of cell-phone only frame weighting method: Conduct computations and evaluations for a weight adjustment method based on a single cell-phone telephone sampling frame.
Mixed-mode survey inference: Investigate the bias of alternative statistical inference methods in mixed-mode surveys.
Bone Marrow Transplant Research Survey: Develop questionnaires and implement survey data collection
Response Styles in Cross-Cultural Surveys: Investigate estimation and adjustment methods
Respondent Driven Sampling (RDS): Investigate the survey error properties
- Graduate Student Research Assistant,** September 2008-May 2013
University of Michigan,
Ann Arbor, MI
Arbitron Research Projects
Improvement of diary estimates: Developed statistical programs in R programming language to implement and evaluate proposed statistical methods aiming to increase precision of diary survey

estimates.

Modeling projects: Held lead role in a series of model fitting analyses to understand the correlates of radio listening and television watching.

Composite estimation: Developed techniques for combining separate surveys of radio listening, accounting for different measurement error properties of the surveys.

Estimation improvement project: Led the evaluation process of alternative methods of projecting sample of metropolitan areas to broader geographies.

Mode comparison project: Compared data collected via paper diaries to data from portable people meters (PPMs) to identify measurement error characteristics of the diary.

Time in sample effects: Compared radio listening in first two weeks after initiation into sample to identify change in listening behavior.

Client communications: Led and managed direct communication efforts with Arbitron staff to understand their data, computer programs, and to clarify the goals in the analysis.

Surveys of Consumers (SCA), Survey Research Center, Institute for Social Research

Development of dual-frame weighting method: Conducted computations and evaluations for a composite weight adjustment method based on an overlapping dual frame (RDD landline and cell telephone sampling frames).

Address-Based Sampling (ABS) mail and web-mail survey methods study: Took a lead role in designing and implementing ABS mail and web-mail methodological experiments for a national monthly survey.

RDD and ABS survey methods comparisons: Compared the survey quality metrics and the properties of survey estimates based on the implemented protocols and methodological experiments.

**Graduate Research Assistant,
Management Department, Western Michigan University
Kalamazoo, MI**

September 1997-May 1999

Study of the Workplace and Employee Attitudes: Conducted the mail survey data collection.

Teaching Experience

**Assistant Research Scientist, Surveys of Consumers, SRC
Institute for Social Research, University of Michigan**

January 2017-Present

Courses: Fundamentals of Survey Methodology, Survey Sampling at OJOC, Summer Institute Introduction to Survey Research Techniques

AAPOR Conference

May 2017

Shortcourse: Mixed-mode Survey Inference

**Research Fellow,
Program in Survey Methodology, University of Michigan**

September 2014-June 2017

Courses: Fundamentals of Survey Methodology, Survey Practicum I and II, Randomized and Nonrandomized Design, Design Seminar

**Research Fellow,
Summer Institute, University of Michigan,**

July 2014, July 2016

Course: Analysis of Survey Data III, Introduction to Survey Research, Mixed-mode Surveys

**Second International Conference on Survey Methods in
Multinational, Multiregional and Multicultural Contexts (3MC
2016)**

July 2016

Shortcourse: Mixed-mode Surveys

**Graduate Student Instructor,
Summer Institute, University of Michigan**

June 2012

Courses: Analysis of Survey Data II, Computer Analysis of Survey Data II

Ran a discussion section 1 hour per week. Assisted the students with their homework and project questions. Graded written assignments and examinations.

Lectured on regression assumptions and diagnostics.

**Graduate Student Instructor,
Summer Institute, University of Michigan**

June 2009-July 2009

Course: Methods of Survey Sampling

Developed, revised and graded written assignments and examinations.

Assisted in chatroom hours 2 hours per week. Assisted the students with their homework and project questions.

Lectured on systematic sampling.

**Graduate Research Assistant,
Management Department, Western Michigan University**

September 1997-May 1999

Courses: Business Strategy, Leadership in Business Organizations, and Compensation and Benefits

Graded written assignments and examinations. Held weekly office hours.

Publications, Proceedings and Technical Reports

Suzer-Gurtekin, Z. T. and Curtin, R. (in progress). Inference in Web-Mail Surveys and Composite Estimation of Telephone and Web-Mail Surveys.

Suzer-Gurtekin, Z. T. and Curtin, R. (in progress). Measurement Differences in Economical Attitudes by Telephone and Self-Administered Survey Modes.

Suzer-Gurtekin, Z. T. and Curtin, R. (in progress). Methodological Experiments in Reducing Differential Nonresponse in an ABS Web-Mail Survey.

Suzer-Gurtekin, Z. T. and Curtin, R. (in progress). Using Frame Data to Reduce Nonresponse in an RDD Telephone Survey.

Suzer-Gurtekin, Z.T., Elkasabi, M., Lepkowski, J. M., Liu, M., Curtin, R., & McBee, R. (2019, forthcoming). *A Comparison of Address-Based Sampling Web-Mail to Random-Digit-Dial Landline Telephone Surveys in Experimental Methods in Survey Research: Techniques that Combine Random Sampling with Random Assignment* edited by Lavrakas, P.J., de Leeuw, E., Holbrook Allyson, Kennedy, Courtney; Traugott, M.W., and West, B.T.

Lee, Sunghye, Karen I. Fredriksen-Goldsen, Colleen McClain, Hyun-Jun Kim, and Z. Tuba Suzer-Gurtekin. 2018. "Are Sexual Minorities Less Likely to Participate in Surveys? An Examination of Proxy Nonresponse Measures and Associated Biases with Sexual Orientation in a Population-based Health Survey." *Field Methods* 30(3): 208-224.

Raj, Minakshi; Choi, Sung W.; Suzer-Gurtekin, Z. Tuba and Platt, Jodyn (2018). What Makes Informed Consent Informative? Patient, Caregiver, And Provider Perspectives. *Science Trends*.
<https://sciencetrends.com/what-makes-informed-consent-informative-patient-caregiver-and-provider-perspectives>

Raj, Minakshi; Choi, Sung W.; Suzer-Gurtekin, Z. Tuba and Platt, Jodyn (2018). Improving the Informed Consent Process in Hematopoietic Cell Transplantation: Patient, Caregiver, and Provider Perspectives. *Biology of Blood and Marrow Transplantation*, 24(1), 156-162.

Suwanabol, Pasithorn A.; Reichstein, Ari C.; Suzer-Gurtekin, Z. Tuba; Forman, Jane; Silveira, Maria J.; Mody, Lona and Morris, Arden M. (2018). Surgeons' Perceived Barriers to Palliative and End-of-Life Care: A Mixed Methods Study of a Surgical Society. *Journal of Palliative Medicine*.

- Lee,S.; Suzer-Gurtekin,Z. T. and Lepkowski,J. M. (2017). Comments on “Theory and Practice in Non-Probability Surveys: Parallels between Causal Inference and Survey Inference”. *Public Opinion Quarterly*, 81, 274-275.
- Suzer-Gurtekin,Z. T.; Lee,S. and Lepkowski,J. M. (2017). Comments on “Apples to Oranges Or Gala Versus Golden Delicious? Comparing Data Quality of Non-Probability Internet Samples to Low Response Rate Probability Samples”. *Public Opinion Quarterly*, 81, 243-245.
- Lee,S.; Suzer-Gurtekin,Z. T.; Wagner,J. and Valliant,R. L. (2017). Total Survey Error and Respondent Driven Sampling: Focus on Nonresponse and Measurement Errors in the Recruitment Process and the Network Size Reports and Implications for Inferences. *Journal of Official Statistics*, 33(2), 335-366.
- Suzer-Gurtekin, Z. T., Elkasabi, M., Liu, M., Lepkowski, J. M., Curtin, R., & McBee, R. (2016). *Effect of a pre-paid incentive on response rates to an Address-Based Sampling (ABS) Web-Mail survey*. *Survey Practice*, v. 9, n. 4, sep. 2016. ISSN 2168-0094. Available at: <http://www.surveypractice.org/index.php/SurveyPractice/article/view/361>
- de Leeuw, E.D., Suzer-Gurtekin, Z.T & Hox, J.H. (2018, forthcoming). How to Design and Implement Mixed-Mode Surveys in Cross-National Surveys: Overview and Guidelines edited by Johnson, T.P., Pennell, B.A., Stoop, I.A.L., and Dorer, B. in *Advances in Comparative Survey Methods: Multinational, Multiregional and Multicultural Contexts (3MC)*, pages 387-408
- Suzer-Gurtekin, Z.T., Valliant, R., Heeringa, S.G., & de Leeuw, E.D. (2018, forthcoming). Mixed-Mode Surveys: An Overview of Design, Estimation and Adjustment Methods and Empirical Applications edited by Johnson, T.P., Pennell, B.A., Stoop, I.A.L., and Dorer, B. in *Advances in Comparative Survey Methods: Multinational, Multiregional and Multicultural Contexts (3MC)*, pages 409-430
- Liu, M., Suzer-Gurtekin, Z.T., Keusch, F., & Lee, S. (2018). Response Styles in Cross-Cultural Surveys: An Tutorial Overview on Estimation and Adjustment Methods and Empirical Applications in *Experimental Methods in Survey Methods in Advances in Comparative Survey Research* edited by Johnson, T.P., Pennell, B.A., Stoop, I.A.L., and Dorer, B. in *Advances in Comparative Survey Methods: Multinational, Multiregional and Multicultural Contexts (3MC)*, pages 477- 499
- Lee, S., Keusch, F., Schwarz, N., Liu, & Suzer-Gurtekin, Z.T. (2018). Cross-Cultural Comparability of Response Patterns of Subjective Probability Questions in *Advances in Comparative Survey Research* edited by Johnson, T.P., Pennell, B.A., Stoop, I.A.L., and Dorer, B. in *Advances in Comparative Survey Methods: Multinational, Multiregional and Multicultural Contexts (3MC)*, pages 457-475
- Lee, S., Suzer-Gurtekin, Z.T., & Elliott, M.R. (Undergoing revisions). *Does the Seed Selection Matter for Productivity of Respondent-driven sampling?*
- Elkasabi, M., Suzer-Gurtekin, Z.T., Lepkowski, J. M., Kim, U., Curtin, R., & McBee, R. (2014). *Evaluation of Address-Based-Sampling Mail Survey for Measuring Consumer Attitudes*. *Journal of International Marketing*. 56(6), 737-756.
- Suzer-Gurtekin T., Heeringa S. G., & Valliant R. (2013). *Investigating the Bias of Alternative Statistical Inference Methods in Mixed-Mode Surveys*. American Statistical Association Proceedings of the Survey Research Methods Section.
- Valliant, R., & Suzer-Gurtekin, Z.T. (April 2013). *National Estimates of Television Watching*. Report Prepared for Arbitron under Contract by The University of Michigan, Ann Arbor, MI.
- Suzer-Gurtekin T., Heeringa S. G., & Valliant R. (2012). *Investigating the Bias of Alternative Statistical Inference Methods in Sequential Mixed-Mode Surveys*. American Statistical Association Proceedings of the Survey Research Methods Section (pp. 4711–4725).
- Valliant, R., & Suzer-Gurtekin, Z.T. (February 2011). *An Investigation of Stratifying Panelists by Levels of Listening*. Report Prepared for Arbitron under Contract by The University of Michigan, Ann Arbor, MI.
- Valliant, R., & Suzer-Gurtekin, Z.T. (March 2010). *Analyses of PPM and Diary Data*. Report Prepared for Arbitron under Contract by The University of Michigan, Ann Arbor, MI.
- Valliant, R., & Suzer-Gurtekin, Z.T. (April 2009). *Composite Estimation using Arbitron and Scarborough Data*. Report Prepared for Arbitron under Contract by The University of Michigan, Ann Arbor, MI.

Presentations

- Zeynep Suzer-Gurtekin, Paul Schulz, Caitlin Beach, Yingjia Fu, Edward Ellcey, Richard Curtin (2018). Mode-Based Measurement Differences in Attitudes Measures Within the Surveys of Consumers, Joint Statistical Meetings, Vancouver, BC, American Statistical Association.
- Paul Schulz, Zeynep Suzer-Gurtekin, Caitlin Beach, Yingjia Fu, Edward Ellcey, Richard Curtin (2018). Adjustment Methods Between Web-Mail and Telephone Data Collections in the Surveys of Consumers, Joint Statistical Meetings, Vancouver, BC, American Statistical Association.
- Suzer-Gurtekin T., Lee S., Wagner J., & Valliant R. (May 15, 2014). *Exploring of Nonresponse and Measurement Error in Respondent Driven Sampling*. Presented at the AAPOR 69th Annual Conference, 2014.
- Suzer-Gurtekin T., Heeringa S. G., & Valliant R. (August 7, 2013). *Investigating the Bias of Alternative Statistical Inference Methods in Sequential Mixed-Mode Surveys*. Presented at the 2013 Joint Statistical Meetings (JSM).
- Suzer-Gurtekin Z.T., Heeringa S. G., & Valliant R. (July 16, 2013). *Statistical Inference Methods in Mixed-Mode Surveys*, Presented at the (European Survey Research Association) ESRA 5th Conference, 2013.
- Suzer-Gurtekin Z.T. (June 4, 2013). *Statistical Inference Methods in Mixed-Mode Surveys*, Presented at the 7th International Total Survey Error Workshop (ITSEW), 2013.
- Suzer-Gurtekin T., Lee, S., & Wagner J. (May 19, 2013). *Empirical Assessment of Respondent-Driven Sampling*. Presented at the AAPOR 68th Annual Conference, 2013.
- Suzer-Gurtekin Z.T., Heeringa S. G., & Valliant R. (May 16, 2013). *Statistical Inference Methods in Mixed-Mode Surveys*, Presented Poster at the AAPOR 68th Annual Conference, 2013.
- Suzer-Gurtekin Z.T. (March 22, 2013). *Statistical Inference Methods in Mixed-Mode Surveys*, Presented at the annual Michigan Student Symposium for Interdisciplinary Statistical Sciences (MSSISS), 2013.
- Suzer-Gurtekin Z.T. (November 15, 2012). *Statistical Inference Methods in Mixed-Mode Surveys*, Presented at the MAPOR Annual Conference, 2012.
- Suzer-Gurtekin Z.T. (July 3, 2012). *Statistical Inference Methods in Mixed-Mode Surveys*. 2012 Summer Institute in Survey Research Techniques, Kish/Andrews Lecture Series, Invited Presentation.
- Suzer-Gurtekin T., Heeringa S. G., & Valliant R. (August 1, 2012). *Investigating the Bias of Alternative Statistical Inference Methods in Sequential Mixed-Mode Surveys*. Presented at the 2012 Joint Statistical Meetings (JSM).
- Lee, S., Suzer-Gurtekin T., Wagner J., & Valliant R. (July 29, 2012). *Exploring Error Properties of Respondent-Driven Sampling*. Presented at the 2012 Joint Statistical Meetings (JSM).
- Elkasabi, M., Suzer-Gurtekin, Z., Lepkowski, J. M., Kim, U., Curtin, R., & McBee, R. (November 19, 2011). *Evaluation of Mail Survey as an Alternative to Landline Random-Digit Dialing Telephone Survey*. Presented at the MAPOR 36th Annual Conference, 2011.
- Elkasabi, M., Suzer-Gurtekin, Z., Lepkowski, J. M., Curtin, R., McBee, R., & Chai, B. (May 15, 2011). *Evaluation of using the Cell Phone Sample as a Supplement for the Surveys of Consumers RDD Survey Data*. Presented at the AAPOR 66th Annual Conference, 2011.
- Suzer-Gurtekin, Z., Elkasabi, M., Lepkowski, J. M., Curtin, R., McBee, R., & Chai, B., & Levenstein, R. (May 14, 2011). *Comparing Response Propensities Between a Web-mail Multi-mode Survey and a Mail survey*. Presented at the AAPOR 66th Annual Conference, 2011.

Grants, Fellowships and Honors

Rackham-CRLT Graduate Teacher Certificate	Fall 2013
Rackham One Term Dissertation Fellowship, University of Michigan	Winter 2011
Rackham Conference Travel Grant, University of Michigan	Winter 2011, Summer

PSM Department Travel Grant, University of Michigan	2013
Arbitron Fellowship, University of Michigan	2011-2013
Knowledge Sharing and Mentoring Award, CFI Group	Fall 2008-Present
Best We Can Be Award, CFI Group	2001
The International Honor Society Beta Gamma Sigma Member	2000
Outstanding Academic Achievement, Western Michigan University	1999
	Winter 1999

Training

“LISREL” Models: An Introduction, July 2004, Summer Institute, University of Michigan

Meta-analysis, May 2004, CSCAR Workshop, University of Michigan

Hierarchical Linear Models, July 2003, Summer Institute, University of Michigan

Econometrics, Theory and Applications, Fall 2003, Eastern Michigan University

Introduction to Econometrics, Fall 2002, Eastern Michigan University

Oracle Developer 2000 Certificate Program, October 1999, Accelerated Computer

Reviewer

Field Methods, Journal of Survey Statistics and Methodology, International Journal of Public Opinion Quarterly, Journal of Official Statistics, Science, Sociological Methods and Research