20 Ways to Test Your Survey Questions
Summer Institute in Survey Research Techniques, 2018

Instructor: Dr. Pamela Campanelli
Time: 11 – 15 June, 1.00 to 4.00 pm
Location: To be determined
Office and Phone: To be determined
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Course Description
This course aims to introduce the broad range of techniques currently available to test and improve survey questionnaires. It has two strands: the first focusing on the theoretical and experimental literature related to question testing; the second, a “hands-on” approach, focusing on how to implement each method. Question testing methods covered include standard field pretesting, expert review, cognitive forms appraisal, Quaid (Question Understanding Aid), SQP (Survey Quality Predictor), interviewer rating form, respondent debriefing and vignettes, web probing, classical behavior coding, sequence-based and reduced versions of behaviour coding, cognitive interviewing and variations, focus groups for testing survey questions, split ballot experiments and an introduction to analysis-based methods such as item response theory, latent class analysis, and multi-trait-multi-method experiments. Discussion will focus on the strengths and weaknesses of each individual method as well as proposals for multi-method question evaluation strategies.

Evaluation
Grading for the course will be based on a two-part assignment due 2 weeks after the last day of class. The first part will involve writing about your practical insights from the “hands on” component of the course. The second component will tap your knowledge of the required readings. (Please submit your assignments on time, as points will be removed for late assignments.)

Prerequisite
There is no prerequisite, but some knowledge of questionnaire design is of value.

Course Website
The course website will be on CANVAS which can be accessed through (https://ctools.umich.edu/gateway/). The website contains assigned articles (for some you need the password 'surv630cam’ ) and pdfs of the course slides. It is maintained by Dr. Pamela Campanelli [dr.pamela.campanelli@thesurveycoach.com]. Once the website is “published/open” . . .

- Students using a UMich e-mail can access the site instantly with their UMich e-mail address and password.

- Visiting students will be given a UMich username and password upon arrival. This is an important account as all details about the Summer Institute will come through this email. BE SURE TO GO TO THE SUMMER INSTITUTE OFFICES ON YOUR FIRST DAY TO GET THIS.
• It is also possible for Visiting students and UMich students who wish to use a non-UMich e-mail (in addition to their UMich one) to access the course website by getting a Friend Account. A UMich Friend Account, a special kind of computer account that is used to give non-University of Michigan members access to the general University of Michigan web environment. You can use any e-mail address you want for your Friend Account, but this same e-mail address has to be entered into the CANVAS system by Dr. Campanelli in order for you to access the course materials.

• Steps to accessing the website with a non-UMich e-mail:
  1. Tell Dr. Campanelli your preferred e-mail address so this can be put in CANVAS.
  2. When you receive a reply from her that it is in, go to https://weblogin.umich.edu/friend/ and do what it says to create a Friend Account. This is just a few simple steps.
  3. You can then go to https://ctools.umich.edu/portal, choose CANVAS and “login in” using your Friend Account username and password.
  4. This will then show you a tab for the class (and any other classes where that e-mail has been entered in CANVAS)
  5. Be sure to contact Dr. Campanelli if you have any problems.

Course Schedule

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<th>Day</th>
<th>Topic</th>
<th>Suggested Reading</th>
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| 11 June | • Introductions and overview of the course  
          • Traditional testing methods and overview of innovative ones  
          • Expert review  
          • Systematic forms appraisal with review of 4 cognitive steps  
          • Workshop in systematic forms appraisal | • Converse and Presser (1986)-Chapter 3, Pages 65-75  
          • Cannell, Oksenberg, Kalton, Bischoping, Fowler, (1989) – Pages 1-4, 15-17  
          • Scheuren (2005), Chapter 7 |
| 12 June | • Workshop (continued)  
          • Quaid (Question Understanding Aid) and SQP (Survey Quality Predictor)  
          • Interviewer rating form and other interviewer guidelines for testing  
          • Preparing for the workshop on standard field test  
          • Workshop in standard field test  
          • How to do respondent debriefing  
          • Workshop in respondent debriefing  
          • Web Probing  
          • Vignettes (including CUB models for choosing vignettes) | • Snijkers (2002) Chapter 4-Pages 63-96  
          • Martin (2006) |
| 13 June | • Vignettes (continued)  
          • How to do classical behaviour coding  
          • Classical behaviour coding (continued)  
          • Workshop in behaviour coding  
          • Sequence-based approaches and reduced versions of behaviour coding  
          • How to do cognitive interviewing  
          • Workshop in cognitive interviewing | • Fowler and Cannell (1996)  
          • Van der Zouwen and Smit (2004)  
          • Willis (1999) |
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| 14 June   | - 3-step test interview and other variations/uses of cognitive interviewing  
- Usability testing  
- How to do focus groups for question testing and variations  
- How to do card sorts and with focus group Workshop  
- Split ballot experiments / variation with discrete choice experiments  
- Introduction to analysis-based methods for testing survey questions: latent class analysis and multi-trait-multi-method experiments (used to generate the SQP). Item Response Theory in Appendix, but may be discussed, time permitting  
- Paradata | Van der Veer, Hak and Jansen (2002)  
Fowler (2004) |
| 15 June   | - Reliability and validity  
- Record check studies  
- Comparison of different techniques discussion  
- Highlights of the advantages and disadvantages of the various techniques  
- How do we decide what techniques to use? With recommendations for multi-method testing procedures | Presser and Blair (1994) |

**Required Readings**


**Other Useful Readings (ON CANVAS)**


**Other Useful Readings (NOT ON CANVAS)**


