**20 Ways to Test Your Survey Questions**  
Summer Institute in Survey Research Techniques, 2019

**Instructor: Dr. Pamela Campanelli**  
Time: 17 – 21 June, 1.00 to 4.00 pm  
Location: Mason Hall 1437  
Office: XXXX ISR – To be determined  
E-mail: dr.pamela.campanelli@thesurveycoach.com

**Course Description**  
Testing your survey questionnaire is absolutely essential for ensuring a high quality survey. There has been a proliferation of question testing methods (both new methods and variations of existing methods). This course covers 20 different question testing techniques and combines information from the survey methodological literature with practical advice and hands on practice. The course covers methods for testing quantitative interview-based, web and mail questionnaires looking both at standard methods as well as new and unusual techniques. Overall the course covers: standard field test, interviewer rating form and variations, behaviour coding (classical, sequence-based and shortened), expert review, systematic form appraisal (including two online programmes), respondent debriefing (including vignettes and web probing), cognitive interviewing (short introduction), focus groups, split ballot tests, usability testing, studying item nonresponse and response distribution patterns, reliability and validity, record check studies, paradata, an introduction to analysis based methods (latent class, multi-trait-multi-method procedure and item response theory), eye tracking, computational linguistics, and crowd sourcing).

**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/](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.
• 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

<table>
<thead>
<tr>
<th>Day</th>
<th>Topic</th>
<th>Suggested Reading</th>
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<tbody>
<tr>
<td>17</td>
<td>• Introductions and overview of the course</td>
<td>• Converse and Presser (1986)-Chapter 3, Pages 65-75</td>
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<td>• Traditional testing methods and overview of innovative ones</td>
<td>• Cannell, Oksenberg, Kalton, Bischoping, Fowler,</td>
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<td></td>
<td>• Expert review</td>
<td>(1989) – Pages 1-4, 15-17</td>
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<td></td>
<td>• Systematic forms appraisal with review of 4 cognitive steps</td>
<td>• Scheuren (2005), Chapter 7</td>
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<td>• Workshop in systematic forms appraisal</td>
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<td>18</td>
<td>• Workshop (continued)</td>
<td>• Snijkers (2002) Chapter 4-Pages 63-96</td>
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<td></td>
<td>• Quaid (Question Understanding Aid) and SQP (Survey Quality Predictor)</td>
<td>• Martin (2006)</td>
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<td>• Interviewer rating form and other interviewer guidelines for testing</td>
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<td>• Preparing for the workshop on standard field test</td>
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<td>• <strong>Workshop</strong> in standard field test</td>
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<td>• How to do respondent debriefing</td>
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<td>• <strong>Workshop</strong> in respondent debriefing</td>
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<td>• Web Probing</td>
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<td>• Vignettes (including CUB models for choosing vignettes)</td>
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<td>19</td>
<td>• Vignettes (continued)</td>
<td>• Fowler and Cannell (1996)</td>
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<td>• How to do classical behaviour coding</td>
<td>• Van der Zouwen and Smit (2004)</td>
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<td>• Classical behaviour coding (continued)</td>
<td>• Willis (1999)</td>
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<td>• <strong>Workshop</strong> in behaviour coding</td>
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<td>• Sequence-based approaches and reduced versions of behaviour coding</td>
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<td>• How to do cognitive interviewing</td>
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<td>• <strong>Workshop</strong> in cognitive interviewing</td>
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<td>20</td>
<td>• 3-step test interview and other variations/uses of cognitive interviewing</td>
<td>• Van der Veer, Hak and Jansen (2002)</td>
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<td>• Fowler (2004)</td>
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| June       | • 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  
---|---
| 21 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  
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**Required Readings**


Other Useful Readings (ON CANVAS)


Other Useful Readings (NOT ON CANVAS)


