A. Objective
The objective of this course is to introduce the scientific literature on the design, testing, and evaluation of survey questionnaires. The course will also provide hands on applications of the methods discussed in class. Students will be expected to draw on the material covered in the lectures and readings in conducting a series of exercises in the development of a questionnaire.

B. Course Assignments and Requirements
Students are expected to complete:
- Quizzes and question submissions (worth 20% total)
  - Quizzes (10% total)
  - Submitting discussion questions on reading materials and/or topics covered in class (10% total)
    - Due 8am day of class
- In-class exam (worth 20%)
- Project (40%)
  - 4 homework assignments (worth 10% each)
    - Typed, no more than 8 pages, submitted through Ctools
- Presentations
  - 2 presentations to the class (worth 10% each)

For all students and classes, I am looking for contributions to the class discussion that demonstrates familiarity with the readings.

C. Course policies:
Each student may turn in one assignment one week late, by informing the instructor before the original due date. All other late assignments will be marked down by 5% for each day the assignment is late.

Students are also expected to attend each class. Instructors should be notified in advance for planned absence such as going to conference and schedule conflicts. Each student may be excused for one absence without advance notice. Instructors will make adjustment to grade based on attendance and participation in class.

D. Accommodations for Students with Disabilities
University of Michigan
If you think you need an accommodation for a disability, please contact Services for Students with Disabilities (SSD) office to help us determine appropriate academic accommodations. SSD (734-763-3000; http://ssd.umich.edu) typically recommends accommodations through a Verified Individualized Services and Accommodations (VISA) form. Any information you provide is private and confidential and will be treated as such.
University of Maryland
In order to receive services you must contact the Disability Support Services (DSS) office to register in
person for services. Please call the office to set up an appointment to register with a DSS counselor.
Contact the DSS office at 301.314.7682; http://www.counseling.umd.edu/DSS/

E. Academic Conduct
Clear definitions of the forms of academic misconduct, including cheating and plagiarism, as well as
information about disciplinary sanctions for academic misconduct may be found at the Rackham web site
for the University of Michigan:
http://www.rackham.umich.edu/policies/academic_policies/section10/
and the University of Maryland Graduate School web site:
http://www.graduate.umaryland.edu/policies/misconduct.html

Knowledge of these rules is the responsibility of the student and ignorance of them does not excuse
misconduct. The student is expected to be familiar with these guidelines before submitting any written
work or taking any exams in this course. Lack of familiarity with these rules in no way constitutes an
excuse for acts of misconduct. Charges of plagiarism and other forms of academic misconduct will be
dealt with very seriously and may result in oral or written reprimands, a lower or failing grade on the
assignment, a lower or failing grade for the course, suspension, and/or, in some cases, expulsion from the
university.

F. Office hours
There will not be set office hours each week; however students from both sides are encouraged to email
or call the instructor to set up individual meetings.

TBD (TA) will be responsible for quizzes, question submissions, and homework assignments. Please
contact him/her if you have questions about any of those issues.

G. Readings
How to access the class site:

- If you have university account and password, log on to c-tools (https://ctools.umich.edu/portal)
  with university account and password to get access.
- If you don’t have university account and password, you will need to get a University of
  Michigan's Friend Account, a special kind of computer account that is used to give non-
  University of Michigan members access some University of Michigan web resources.
  Steps:
    - Go to https://friend.weblogin.umich.edu/friend/ and follow the instructions to
      create one. This is just a few simple steps.
    - You will receive an email informing you that you have been added to the c-tools
      website. This message will be sent to the email address where you generally
      receive University of Maryland communications.
    - You can then go to the c-tools site https://ctools.umich.edu/portal, click on “login
      in” in the upper right hand corner, and use your Friend Account login and
      password.
    - Note that if you have previously created a friend account with the same email
      address, you will get an error message stating that the account already exists. If
      you remember the password to the account, go to https://ctools.umich.edu/portal
      to log in. You can also choose to reset the password.
- On the site, look for readings under “Resources.”
For some of the readings, a password is needed. This password is always included in the filename, when applicable.

**Required textbooks**

**Other Recommended Books**

**Outline and Reading Schedule**

**Class 1 (June 2): Introduction – From Research Question to Questionnaire Instrument Development**

*Required Reading:*
1. Fowler (1995): Chapter 1
2. Bradburn, Sudman, and Wansink (2004): Chapter 1

*Optional:*

**Class 2 (June 4): Writing Survey Questions: Survey Response Model and General Principles**

*Due: Discussion Question Submission*

*Required Reading:*

*Optional:*

Class 3 (June 9): Asking about Facts and Quasi-Facts
Due: Discussion Question Submission & Homework 1

Required Reading:
2. Bradburn, Sudman, and Wansink (2004): Chapters 2 and 9

Optional:

Class 4 (June 11): Questions about Subjective Things (Attitudes)
Due: Discussion Question Submission

Required Reading:
2. Bradburn, Sudman, and Wansink (2004): Chapters 4,6-8

Optional:

Class 5 (June 16): Response Categories and Response Scales
Due: Discussion Question Submission
Required Reading:

Optional:

Class 6 (June 18): Sensitive Questions
Due: Discussion Question Submission & Homework 2

Required Reading:
2. Bradburn, Sudman, and Wansink (2004): Chapter 3

Optional:

Class 7 (June 23): Tools for Evaluating and Testing Questionnaires
Due: Discussion Question Submission

Required Reading:
1. Fowler (1995): Chapters 5-7

**Optional:**

**Additional Sources for Testing Survey Questionnaires**

**Class 8: (June 25): In-class progress reports**

**Class 9: (June 30): In-class progress reports**

**Class 10: (July 2): Pre-testing: In-class exercise**

**Class 11 (July 7): Questionnaire from Start to Finish; Layout and Mode dependencies**

**Due: Discussion Question Submission & Homework 3**
Required Reading:
1. Fowler (1995): Chapter 4

Optional:

Class 12 (July 9): Web/Tablet/Mobile Surveys
Due: Discussion Question Submission

Required Reading:

Optional:

Class 13 (July 14): Translating Questionnaires
Due: Discussion Question Submission & Homework 4

Required Reading:
Optional:

Class 14 (July 16): In-Class Exam

Class 15 (July 21): Student Presentations

Class 16 (July 23): Student Presentations

Additional Sources