

Doing Better Surveys in the Real World
University of Michigan Summer Institute in Survey Research Techniques 2017
June 11-July 7, 2017

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A. Objective

This class combines elements of Data Collection and Questionnaire Design to culminate in a dynamic and applicable learning environment. Students will work on a topic of interest to design a methodologically sound survey.

B. Class Structure

Students will start with 2 weeks of self-paced online learning, watching video lectures and doing assignments. These two weeks will include weekly online class meetings. This will be followed by one intense week with classmates and the instructors in Ann Arbor, featuring hands-on activities.

During the final week, students will complete their own survey projects remotely.

C. Accommodations for Students with Disabilities

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.

D. 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/.

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.

E. Office hours

Online or in person by appointment.

F. Class Site and Readings

All materials for this course can be found on the course website at <https://canvas.umich.edu/gateway/>. On the course website, students will find pre-recorded lecture videos, readings, homework assignments, and quizzes.

How to access the class site:

- Use your university of Michigan or friend account and password, log on to Canvas (<https://canvas.umich.edu/gateway/>) with your university account and password to get access.

G. Online Meetings

To join the online meetings, go to <https://bluejeans.com/518753485> and log in with a webcam.

H. Evaluation

Grading will be based on:

- Participation in online class discussion (10% of grade)
- One short quiz on video materials (10% of grade)
- One article summary to be shared with classmates (10% of grade)
- Project assignments: (1) Research proposal, (2) First draft questionnaire, (3) Expert review, (4) Cognitive interview protocol, (5) Cognitive interview write-up, (6) Final presentation (70% of grade)

Dates of when assignments are due are indicated in the syllabus. Late assignments will not be accepted without prior arrangement with the instructors.

Course Outline

Week 1 (June 12-18): Online Surveys as a Data Collection Method (Remote Online)

Date	Details
Videos available online Mon, June 12, 2017 12AM EST	<ul style="list-style-type: none">• Module 1: Differences between online/traditional modes• Module 2: Sampling considerations for online/ traditional surveys
Online class meeting Fri, June 16, 2017 noon-1 EST	https://bluejeans.com/518753485 Introduction; Q&A
Assignments due Fri, June 16, 2017 10PM EST	<ul style="list-style-type: none">• Quiz 1• Project Assignment 1: Research proposal

Week 2 (June 19-25): Questionnaire Design for Online Surveys (Remote Online)

Date	Details
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Videos available online Fri, June 16, 2017 10PM EST	<ul style="list-style-type: none"> • Module 3: General principles of questionnaire design • Module 4: Design considerations for web and mobile
Assignments due Wed, June 21, 2017 10PM EST	Student summaries of 1-2 assigned articles. Each student will read an article or chapter and share via Canvas a high-level 1-page (max) summary on application of a major survey methodology topic (topics may include 4 sources of error, response process model, standardized vs. conversational interviewing, optimizing vs. satisficing, sensitive questions)
Online class meeting Fri, June 23, 2017 noon EST	https://bluejeans.com/518753485
Assignments due Fri, June 23, 2017 10PM EST	<ul style="list-style-type: none"> • Project Assignment 2: First draft of questionnaire

Week 3 (June 26-30): Workshop (Live in Ann Arbor – 3 hours/day)

Date	Details
Monday, June 26, 2017, 9AM – noon EST	<ul style="list-style-type: none"> • Student intro presentations: 15 minutes each • Lecture: General feedback on class questionnaires Project Assignment 3: Expert review of one questionnaire
Tue, June 27, 2017 9AM – noon EST	<ul style="list-style-type: none"> • Lecture: Overview of pre-test methods • Focus group discussion and video viewing • Cognitive interview demo and debrief; role play Project Assignment 4: Cognitive interview protocol
Wed, June 28, 2017 9AM – noon EST	<ul style="list-style-type: none"> • Cognitive interview practice (we will provide interview subjects if possible) and observing each other • Debrief/time to revise questionnaire
Thu, June 29, 2017 9AM – noon EST	<ul style="list-style-type: none"> • Workshop questionnaire with the class • Instructors will meet individually with students
Fri, June 30, 2017 9AM – noon EST	<ul style="list-style-type: none"> • Workshop on programming in Qualtrics • Overview/discussion of mobile considerations

Week 4 (July 3-7): Finalizing Online Questionnaires (Remote Online)

Date	Details
Week of 7/3	<ul style="list-style-type: none"> • Project Assignment 5: Do an additional cognitive interview and write up 1 page – what did you learn from cog interview? • Individually work on finalizing questionnaire

<p>Online class meeting Fri, July 7, 2017 noon EST</p>	<p>https://bluejeans.com/518753485 Project Assignment 6: Final presentation of questionnaire and link to Qualtrics survey</p>
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Reading List

Upfront considerations: Aday (1996) *Matching the Survey Design to Survey Objectives*. In *Designing and Conducting Health Surveys: A Comprehensive Guide*. Chapter 2(pp 25-43)

Overview of principles: Schaeffer and Presser, 2003 *The Science of Asking Questions*. *Annual Review of Sociology* 29: 65-88

1. Total survey error (TSE) framework: Groves (2009) *Survey Methodology* chapter 2 (pp 39-57) **AND** Tourangeau, Conrad, and Couper (2013) *The Science of Web Surveys* chapter 1 (pp 1-10)

2. The response process model: Tourangeau, Rips and Rasinski (2001) *The Psychology of Survey Response* chapter 1 (pp 1-20)

3. Standardized vs. conversational interviewing: Schober and Conrad (1997) Does Conversational Interviewing Reduce Survey Measurement Error? *POQ* 61 (pp. 576-602)

4. Mode considerations: Jenkins and Dillman (1997) *Towards a Theory of Self-Administered Questionnaire Design*. In Lyberg et al (eds) *Survey Measurement and Process Quality*—Chapter 7 (pp 165-196)

5. Considerations in web survey design: Tourangeau, Conrad, and Couper (2013) *The Science of Web Surveys* chapter 4 (pp 57-77)

6. Visual design issues in web surveys: Tourangeau, Conrad, and Couper (2013) *The Science of Web Surveys* chapter 5 (pp 77-98)

7. Pretesting: Oksenberg, Cannell and Kalton (1991) New Strategies for Pretesting Survey Questions. *JOS* 7:3 (pp 349-365)

8. Sensitive questions: Tourangeau and Yan (2007): Sensitive Questions in Surveys. *Psychological Bulletin* 133:5 (pp 859-883)

9. Mobile: Fuchs (2008) Mobile Web Surveys: A Preliminary Discussion of Methodological Implications. In Conrad and Schober, *Designing the Survey Interview of the Future*. Chapter 4 (pp 77-94) **AND** Buskirk and Andrus (2012) *Smart Surveys for Smart Phones*. *Survey Practice* 5:1 (pp 1-11)

10. Layout considerations: Bradburn, Sudman and Wansink (2004) *Asking Questions*. Chapter 10, Organizing and Designing Questionnaires. (pp 283-314)

11. Response Options: Bradburn, Sudman and Wansink (2004) Asking Questions. Chapter 5, Asking and Recording Open Ended and Closed Ended Questions. (pp 151-177)

12. Scales: Krosnick and Presser (2010) Question and Questionnaire Design in *Handbook of Survey Research, Second Edition* (pp. 265-285 only)