**Question Testing Methods**  
Summer Institute in Survey Research Techniques, 2016

**Instructor:** Dr. Pamela Campanelli  
**Time:** 13 – 17 June, 1.00 to 4.00 pm  
**Location:** To be determined  
**Office and Phone:** To be determined  
**E-mail**  
dr.pamela.campanelli@thesurveycoach.com

**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, interviewer rating form, respondent debriefing and vignettes, classical behavior coding and sequence-based approaches, cognitive interviewing, focus groups, split ballot experiments. Discussion will focus on the strengths and weaknesses of each individual method as well as proposals for multi-method question evaluation strategies. There will also be a short introduction to analysis based methods for testing survey questions such as item response theory, latent class analysis, and multi-trait-multi-method experiments.

**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 ([https://ctools.umich.edu/portal](https://ctools.umich.edu/portal)) contains assigned articles and is maintained by Dr. Pamela Campanelli [dr.pamela.campanelli@thesurveycoach.com].

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

On the site under “Resources”, you will find the required articles to read. Note that some of the readings are password protected. The password 'surv630cam' is needed.

Visiting students and UMich students who wish to use a non-UMich e-mail will need to get 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 CTools system 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 CTools.
2. When you receive a reply from her that it is in, go to https://friend.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 the CTools site https://ctools.umich.edu/portal, click on “login in” in the upper right-hand corner, and use your Friend Account login 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 CTools)
5. On the site under “Resources”, you will find the required articles to read. Note that some of the readings are password protected. The password 'surv630cam' is needed.
6. 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>
</tr>
</thead>
</table>
| 13 June | Traditional pretesting methods  
Expert review  
Cognitive forms appraisal/Systematic Questionnaire Review | • Converse and Presser (1986)-Chapter 3, Pages 65-75  
• Cannell, Oksenberg, Kalton, Bischoping, Fowler, (1989) – Pages 1-4, 15-17  
• Scheuren (2005) |
| 14 June | Workshop in cognitive forms appraisal/systematic questionnaire review  
Workshop in traditional pretesting + interviewer rating form  
How to do respondent debriefing  
Workshop in respondent debriefing | • Snijkers (2002) Chapter 4-Pages 63-96.  
• Martin (2006) |
| 15 June | How to do classical behaviour coding  
Workshop in behaviour coding  
Sequence-based approaches  
How to do cognitive interviewing | • Fowler (2011)  
• Willis (1999) |
| 16 June | Workshop in cognitive interviewing  
Cognitive interviewing (analysis, sampling and recruitment)  
How to do focus groups for question testing | • Willis, DeMaio, and Harris-Kojetin (1999),  
• Van der Veer, Hak, Jansen (2002) |
| 17 June | Workshop using card sort in focus group  
Split ballot experiments  
Short introduction to analysis based methods for testing survey questions such as item response theory, latent class analysis, and multi-trait-multi-method experiments  
Overview of testing methods: combinations and options | • Fowler (2004)  
• Presser and Blair (1994) |
**Required Readings**


**Other Useful Readings**


