Instructor: Jessica Broome (jsbroome@umich.edu)

TA: TBD

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
  - 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. Instructor 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. Instructor 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.
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/

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 are encouraged to email or call the instructor to set up individual meetings.

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

G. Readings
How to access the class site:

- If you have a 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 a 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.
    - 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

Lecture 1 (June 7): Introduction – From Research Question to Questionnaire
Instrument Development

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

*Optional:*

Lecture 2 (June 9): Writing Survey Questions: Survey Response Model and General Principles
Due: Discussion Question Submission

*Required Reading:*

*Optional:*

Lecture 3 (June 14): 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:

**Lecture 4 (June 16): Questions about Subjective Things (Attitudes)**

**Due: Discussion Question Submission**

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

**Optional:**

**Lecture 5 (June 21): Response Categories and Response Scales**

**Due: Discussion Question Submission**

**Required Reading:**

**Optional:**


Lecture 6 (June 23): Sensitive Questions
Due: Discussion Question Submission & Homework 2

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

**Optional:**

Lecture 7 (June 28): 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

Lecture 8: (June 30): In-class progress reports and HW 3 due

Lecture 9 (July 5): Questionnaire from Start to Finish; Layout and Mode dependencies Due: Discussion Question Submission

Required Reading:
1. Fowler (1995): Chapter 4

Optional:

Lecture 10 (July 7): Web/Tablet/Mobile Surveys
Due: Discussion Question Submission

Required Reading:

Optional:

Lecture 11 (July 12): Translating Questionnaires
Due: Discussion Question Submission & HW 4

Required Reading:

Optional:

Lecture 12 (July 14): In-Class Exam
Lecture 13 (July 19): Student Presentations
Lecture 14 (July 21): Student Presentations

Additional Sources