COURSE DESCRIPTION: This workshop distills research about survey questions to principles that can be applied to write survey questions that are clear and obtain reliable answers. The workshop provides students with tools to use in diagnosing problems in survey questions and in writing their own survey questions. Sessions combine lecture with group exercises and discussion. The lecture provides guidelines for writing and revising survey questions and illustrates how to revise troubled questions. Assignments require that students analyze problematic questions, revise them, and administer them to fellow students. Sessions consider both questions about events and behaviors and questions about subjective phenomena (such as attitudes, evaluations, and internal states).

COURSE ASSIGNMENTS: Assignments include completing readings and participating in exercises during class sessions and may also include completing exercises, such as revising questions and testing them, between classes, that is, overnight. Students taking the course for credit will complete an additional formal assignment that will be due after the course is completed.

Required Readings
There is a required coursepack that includes copies of overheads.

Readings are available online.

Sources for Later Exploration


### Course Outline

**NOTE:** Priority readings are marked with *.

**Monday**

*Lecture: Background*

*Readings: Overview*


Download from: [http://poq.oxfordjournals.org/content/75/5/909.full.pdf+html](http://poq.oxfordjournals.org/content/75/5/909.full.pdf+html)

Tuesday

Lecture: Background, continued. Begin General Guidelines.
Readings: Questions about Behaviors and Events


Wednesday

Readings: Questions about Behaviors and Events

Thursday

Lecture: Events and Behaviors.
Readings: Questions about Subjective Things.


Friday

Lecture: Subjective Things. Presentation of Self-Administered Questions.
Readings: Questions about Behaviors and Events, Question Testing

