

## **SURVMETH630: Questionnaire Design**

**Instructor:** Jessica Broome ([Jessica@jessicabroomerresearch.com](mailto:Jessica@jessicabroomerresearch.com))

**Course dates:** June 18 – July 13, 2018

### **Course overview:**

The objective of this course is to empower students with an understanding of the importance and basic tenets of rigorous questionnaire design, as well as practice designing an appropriate instrument for a real world problem.

Students are expected to watch course videos, attend weekly online meetings on Thursdays from 2-3PM est, and complete assignments by Fridays at 2PM est.

### **Grading:**

Grades are based on:

- Assignment 1: 5%
- Assignment 2: 20%
- Assignment 3: 20%
- Assignment 4: 30%
- Class participation: 25%

### **Course content:**

#### **Unit 1: The Big Picture**

- Course Intro
- The survey lifecycle
- Design process
- Analytic planning
- Response process model

### **Readings:**

- Aday (1996) *Matching the Survey Design to Survey Objectives*. In *Designing and Conducting Health Surveys: A Comprehensive Guide*. Chapter 2(pp 25-43)
- Groves (2009) *Survey Methodology* chapter 2 (pp 39-57)
- Tourangeau, Rips and Rasinski (2001) *The Psychology of Survey Response* chapter 1 (pp 1-20)

**Assignments:** Determine survey topic

## Unit 2: Types of Questions

- Factual questions: recall and estimation strategies, telescoping, strategies for addressing
- Attitude questions: context effects, optimizing vs. satisficing, strategies for addressing
- Sensitive questions: topics and consequences, strategies for addressing

### Readings:

- Schaeffer and Presser, 2003 The Science of Asking Questions. Annual Review of Sociology 29: 65-88
- Tourangeau and Yan (2007): Sensitive Questions in Surveys. Psychological Bulletin 133:5 (pp 859-883)

**Assignments:** First draft of questionnaire

## Unit 3: Beyond Questions

- Question types: open vs. closed, single vs. multi-punch
- Scale Considerations: vague quantifiers; mismatched, primacy vs. recency, number of scale points, the don't know debate
- Layout: components of a questionnaire, navigation and respondent experience
- Mode considerations

### Readings:

- **Layout considerations:** Bradburn, Sudman and Wansink (2004) Asking Questions. Chapter 10, Organizing and Designing Questionnaires. (pp 283-314)
- **Response Options:** Bradburn, Sudman and Wansink (2004) Asking Questions. Chapter 5, Asking and Recording Open Ended and Closed Ended Questions. (pp 151-177)
- **Scales:** Krosnick and Presser (2010) Question and Questionnaire Design in *Handbook of Survey Research, Second Edition* (pp. 265-285 only)

**Assignments:** Second draft of questionnaire

#### **Unit 4: Pre-testing**

- Cognitive interviewing
- Expert review

#### **Readings:**

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

#### **Assignments:**

- Expert review of classmate's questionnaire + write up
- Cognitive interview with potential respondent + write up

#### **Optional Readings**

**Total survey error (TSE) framework:** Tourangeau, Conrad, and Couper (2013) *The Science of Web Surveys* chapter 1 (pp 1-10)

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

**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)

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

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