SURVMETH630: Questionnaire Design

Instructor: Jessica Broome (Jessica@jessicabroomeresearch.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:
- Groves (2009) Survey Methodology chapter 2 (pp 39-57)

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:

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:
- **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:

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)


