**SURVMETH988.223: Questionnaire Design**

Instructor: Jessica Broome (Jessica@southpawinsights.com)

Course dates: July 6 – 16, 2021

**Course overview:**
This course will begin 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 will watch course videos independently, and work on a questionnaire for a topic of their choosing. Four live online meetings (Tuesdays and Thursdays from 2-3:30 PM EST) will take a workshop format where students will ask questions, share their own questionnaires in progress, and give feedback to classmates.

**Course Materials**
All course materials will be made available online on the class website at [TBD]. Course materials on the website include lecture slides and recommended readings for downloading.

**Evaluation**
This is a one credit course. As with any course available for academic credit within the University, all participants whether taking the class for credit or not credit (summer scholar) must receive a grade and fully participate in class. If a not for credit student does not want to receive a letter grade, they must complete the Audit form (available by emailing Patsy Gregory, pagregor@umich.edu) and submit it to the Summer Institute office.

**Accommodations for Students with Disabilities**
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.
Course Outline and Recommended Readings

Open Monday 6/28:
The Big Picture: 5 videos
• Course Intro
• The survey lifecycle / mode
• Design process
• Analytic planning
• Top 5 pitfalls

Assignment: Determine your research question, mode, objectives

Readings:
• Groves (2009) Survey Methodology chapter 2 (pp 39-57)

Tuesday, July 6 90 minutes:
• Student introductions and survey topic presentations

Open right after class 7/6:
Types of Questions: Facts, Attitudes, Sensitive Questions: 4 videos
• 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
• Response process model

Assignment: Questionnaire first draft

Readings:
• Tourangeau, Rips and Rasinski (2001) The Psychology of Survey Response chapter 1 (pp 1-20)

Thursday, July 8 90 minutes
• Q&A on videos
• Workshop student questionnaires
Open right after class 7/8:
Beyond Questions: Scales and Response Options, Layout and Mode
- Question types: open vs. closed, single vs. multi
- 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

Assignment: Revise questionnaire

Readings:
- **Scales**: Krosnick and Presser (2010) Question and Questionnaire Design in *Handbook of Survey Research, Second Edition* (pp. 265-285 only)

Tuesday, July 13 90 minutes
- Q&A on videos
- Workshop student questionnaires

Open right after class 7/13:
Pre-testing Overview: 2 videos
- Cognitive interviewing overview
- Cognitive interview demo

Assignment: Design guide and conduct a cognitive interview; finalize your questionnaire

Readings:

Thursday, July 15 90 minutes
- Q&A on videos
- Workshop student questionnaires
Optional Readings


