

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:

- 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)

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:

- 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)
- 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:

- **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)

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:

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

Thursday, July 15 90 minutes

- Q&A on videos
- Workshop student questionnaires

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)