

SURVMETH 988.223: Questionnaire Design

Instructor: Jessica Broome (jessica@southpawinsights.com)

Course dates: July 13-15, 2020

Course overview:

This two-day workshop (with optional third day for students who want to apply class learnings to their own questionnaires) 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.

Course Materials

All course materials will be made available online on the class website at <https://canvas.umich.edu/gateway/>. Course materials on the website include lecture slides and recommended readings for downloading.

Evaluation

By default, this is a non-credit course. If students want to receive credit for participation in the course, they need to contact the instructor before the start of the course. Students who seek credit will receive a take-home assignment due one week after the end of the course.

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.

Academic Conduct

Clear definitions of the forms of academic misconduct, including cheating and plagiarism, as well as information about disciplinary sanctions for academic misconduct may be found at the Rackham web site for the University of Michigan. Knowledge of these rules is the responsibility of the student and ignorance of them does not excuse misconduct. The student is expected to be familiar with these guidelines before submitting any written work or taking any exams in this course. Lack of familiarity with these rules in no way constitutes an excuse for acts of misconduct. Charges of plagiarism and other forms of academic misconduct will be dealt with very seriously and may result in oral or written reprimands, a lower or failing grade on the assignment, a lower or failing grade for the course, suspension, and/or, in some cases, expulsion from the university.

Course Outline and Recommended Readings

Day 1 (July 13): The Big Picture and Question Types

9-12: Lecture + group work: The Survey Lifecycle

Recommended 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)

12-1: Lunch

1-2:30 Lecture + group work: The Response Process Model and Factual Questions

Recommended Readings:

- Tourangeau, Rips and Rasinski (2001) *The Psychology of Survey Response* chapter 1 (pp 1-20)
- Schaeffer and Presser, 2003 *The Science of Asking Questions*. *Annual Review of Sociology* 29: 65-88

2:30-4 Lecture + group work: Attitude Questions and Sensitive Questions

Recommended Readings:

- Tourangeau and Yan (2007): *Sensitive Questions in Surveys*. *Psychological Bulletin* 133:5 (pp 859-883)

Day 2 (July 14): Beyond Questions + Pre-testing

9-10:30: Lecture + group work: Question Types and Scales

Recommended Readings:

- Bradburn, Sudman and Wansink (2004) *Asking Questions*. Chapter 5, *Asking and Recording Open Ended and Closed Ended Questions*. (pp 151-177)
- Krosnick and Presser (2010) *Question and Questionnaire Design in Handbook of Survey Research, Second Edition* (pp. 265-285 only)

10:45-12: Lecture + group work: Layout and Mode

Recommended Readings:

- Bradburn, Sudman and Wansink (2004) *Asking Questions*. Chapter 10, *Organizing and Designing Questionnaires*. (pp 283-314)

12-1: Lunch

1-2:30 Lecture + demo: Cognitive interviewing

Recommended Readings:

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

2:30-4: Group work and practice: Cognitive Interviewing

Day 3 (July 15): Applying Class Learnings to Your Own Survey

In response to student requests, an optional third day will be offered for students who are working on their own surveys. This informal, workshop-style meeting will give students an opportunity to present works in progress and get feedback from classmates, as well as receive individual consultation from instructor on issues of survey design and administration.