

# **SURVMETH 988.221: Intermediate Questionnaire Design**

Summer Institute in Survey Research Techniques, 2020

## **Instructor: Dr. Pamela Campanelli**

Time: 22-23 July, 9.00-12.00 and 1.00-4.00 pm

Location: **To be determined**

Office and Phone: Institute for Social Research –To be given on morning of first day

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### **Course Description:**

This course is designed to follow on from Introduction to Questionnaire Design. Now instead of looking at question comprehension from a cognitive side, the linguistic side will be explored including online tools. Factual questions will be revisited but with the goal of exploring different types of respondent memory problems and their solutions, while also covering time anomalies in surveys and quasi facts. Subjective questions will be revisited to understand attitude consistency and inconsistency, to look at the feasibility of changing attitudes to change behavioural intentions to change behaviours and to cover the popular topic of satisfaction and other customer experience metrics. Alternatives to questionnaires will also be covered such as event history calendars, internet enabled devices, GPS, factorial surveys and multi-item scales. The course concludes with ways to translate survey questions and evaluate the translation. The course will be interactive and there will be workshops throughout. Pamela is also happy to chat with participants about their own questionnaires.

### **Evaluation:**

Grading for the course will be based on a two-part take-home assignment due 2 weeks after the last day of class. The first part is practical. It is about applying what you have learned from the course to actual survey questions. The second component will tap your knowledge of the required readings through an exam with short answer and multiple choice questions.

### **Prerequisite:**

An introductory course in questionnaire design or equivalent experience.

### **Office Hours:**

Any time - just make an appointment.

### **Course Website:**

The course website will be on CANVAS which can be accessed through (<https://ctools.umich.edu/gateway/>). The website contains assigned articles (for some you need the password 'surv630cam') and pdfs of the course slides. The website is maintained by Dr. Pamela Campanelli [[dr.pamela.campanelli@thesurveycoach.com](mailto:dr.pamela.campanelli@thesurveycoach.com)]. Once the website is “published/open” . . .

- Students using a UMich e-mail can access the site instantly with their UMich e-mail address and password.

- Visiting students will be given a UMich username and password. This is an important account as all details about the Summer Institute will come through this email.
- It is also possible for Visiting students and UMich students who wish to use a non-UMich e-mail (in addition to their UMich one) to access the course website by getting a Friend Account. A UMich Friend Account, a special kind of computer account that is used to give non-University of Michigan members access to the general University of Michigan web environment. You can use any e-mail address you want for your Friend Account, but this same e-mail address has to be entered into the CANVAS system by Dr. Campanelli in order for you to access the course materials.
- Steps to accessing the website with a non-UMich e-mail:
  1. Tell Dr. Campanelli your preferred e-mail address so this can be put in CANVAS.
  2. When you receive a reply from her that it is in, go to <https://weblogin.umich.edu/friend/> and do what it says to create a Friend Account. This is just a few simple steps.
  3. You can then go to <https://ctools.umich.edu/gateway/>, choose CANVAS and “login in” using your Friend Account username and password.
  4. This will then show you a tab for the class (and any other classes where that e-mail has been entered in CANVAS)
  5. Be sure to contact Dr. Campanelli if you have any problems.

## Required and optional reading

All readings will be on the CANVAS website in addition to pdf versions of the course PowerPoint slides.

### Detailed Course Summary:

Date	Topic	Required Readings
July 22, AM	<ul style="list-style-type: none"> <li>• Course overview and introductions</li> <li>• Revising the four cognitive steps</li> <li>• Comprehension from the linguistic side (Grice's maximums, frame of reference effects, Flesch-Kincaid readability statistics, linguistic corpora approach)</li> <li>• <b>Workshop - Improving a survey questions using online linguistic tools</b></li> <li>• Revising issues with factual questions</li> <li>• More about memory and what makes some events more memorable than others</li> </ul>	<ul style="list-style-type: none"> <li>• Slavec, A. (2016), <i>Improving Survey Question Wording Using Language Resources</i>, PhD Thesis, University of Ljubljana – Pages 8-10, 25-31, 153-205.</li> <li>• Tourangeau, R., Rips, L.J., and Rasinski, K. (2000), <i>The Psychology of Survey Response</i>, Cambridge, UK: Cambridge University Press – Chapter 3.</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Schwarz, N., Hippler, H.J., and Noelle-Nuemann, E. (1994), Retrospective Reports: The Impact of Response Formats in N. Schwarz and S. Sudman (Eds.), <i>Autobiographical Memory and the Validity of Retrospective Reports</i>, New York: Springer-Verlag. – Pages 187-199.</li> </ul>
July 22, PM	<ul style="list-style-type: none"> <li>• Aids to improve recall</li> <li>• Dates and durations</li> <li>• <b>Workshop 2: Memory exercise</b></li> <li>• Autobiographical memory</li> <li>• Telescoping</li> <li>• Unusual inconsistencies in panel data</li> <li>• Quasi-facts</li> </ul>	<ul style="list-style-type: none"> <li>• Fivush, R. (2011), The Development of Autobiographical Memory, <i>Annual Review of Psychology</i>, 62:559-82.</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Belli, R. F (1998), The structure of autobiographical memory and the event history calendar: Potential improvements in the quality of retrospective reports in surveys, <i>Memory</i>, 6, 383-406.</li> </ul>

		<ul style="list-style-type: none"> <li>Rips, L.J., Conrad, F.G., and Fricker, S.S. (2003), Seam Effects in Panel Surveys, <i>Public Opinion Quarterly</i>, 47(4), 522-554.</li> <li>Smith, T. (1984), <i>The Subjectivity of Ethnicity</i>, in C.F. Turner and E. Martin, Surveying Subjective Phenomena, Volume 2, New York: Russell Sage Foundation. - Pages 117-128.</li> </ul>
July 23, AM	<ul style="list-style-type: none"> <li><b>Workshop 3: Critiquing a survey question that posing memory difficulties</b></li> <li>Alternative methods of data collection to minimise memory error (e.g., event history calendars, internet enabled devices, GPS)</li> <li>What do subjective question measure?</li> <li>Stability and instability of attitudes</li> <li>Changing attitudes to change behavioral intentions to changes behaviors</li> <li>Satisfaction and other customer experience metrics</li> <li><b>Workshop 4: Critiquing a subjective survey question</b></li> </ul>	<ul style="list-style-type: none"> <li>Belli, R. F., Smith, L. M., Andreski, P. M., &amp; Agrawal, S. (2007), Methodological Comparisons between CATI Event History Calendar and Standardized Conventional Questionnaire Instruments, <i>Public Opinion Quarterly</i>, 71(4), 603–622.</li> <li>Anderson, T., Abeywardana, V., Wolf, J. and Lee, M. (2009), <i>National Travel Survey GPS Feasibility Study</i>, Final Report, National Centre for Social Research.</li> <li>Petrocelli, J.V. et al (2010), Perceiving Stability As a Means to Attitude Certainty: The Role of Implicit Theories of Attitudes, <i>Journal of Experimental Social Psychology</i>, 46: 874-883.</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Beaule, A., and Leissou, E., and Lui, Y. (2007), <i>Experiences using an Event History Calendar in the Panel Study of Income Dynamics. Panel Study of Income Dynamics</i>, Technical Paper Series. 07-02.</li> </ul>
July 23, PM	<ul style="list-style-type: none"> <li>Alternative methods of data collection to measure subjective phenomenon (e.g., Introductions to factorial surveys and multi-item scales)</li> <li><b>Workshop 5: Critiquing some multi-item scales</b></li> <li>Ways to translate survey questions and evaluate the translation</li> </ul>	<ul style="list-style-type: none"> <li>Liebe, U. et al. (2017), Using Factorial Survey Experiments to Measure Attitudes, Social Norms, and Fairness Concerns in Developing Countries, <i>Sociological Methods &amp; Research</i>.</li> <li>DeVellis, R. (2017), <i>Scale Development: Theory and Applications</i>, University of North Carolina at Chapel Hill -Chapters 5.</li> <li>Forsyth, B.H., et al (2007), Methods for Translating an English-Language Survey Questionnaire on Tobacco Use into Mandarin, Cantonese, Korean, and Vietnamese, <i>Field Methods</i>.</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>Alexander, C. and Becker, H. (1978), The Use of Vignettes in Survey Research, <i>Public Opinion Quarterly</i>, 42: 93-104.</li> <li>Douglas, S.P. and Craig, C. (2007), Collaborative and Iterative Translation: An Alternative Approach to Back Translation, <i>Journal of International Marketing</i>.</li> <li>Levin, K. et al (2009), Using Cognitive Interviews to Evaluate the Spanish-Language Translation of Dietray Questionnaire, <i>Survey Research Methods</i>, 3(1).</li> </ul>