**SURVMETH 988.021: Intermediate Questionnaire Design**

Summer Institute in Survey Research Techniques, 2021

**Instructor: Dr. Pamela Campanelli**

Time: 4 days, 19, 20, 21 & 22 July, 8.30-12.00

Location: Online via Zoom

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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 behavioral intentions to change behaviors 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, factorial surveys and multi-item scales. The course concludes with ways to translate survey questions and evaluate the translation. The course will be interactive with the goal of making it as close to in-person training as possible. There also will be workshops throughout. Pamela is happy to chat with participants about their own questionnaires.

**Evaluation (For those taking the course for credit):**

Grading for the course will be based on a take-home assignment due 2 weeks after the last day of class. The exam will tap into your practical knowledge from the course as well as your knowledge of the required readings.

**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/>). Then click on CANVAS in the upper right hand corner.

**Required and optional reading**

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

The readings are made available through a copyright “fair use exception”. That means you are the only person allowed to use the material and that it is for the purpose of this course only.

As shown below, there are required readings and optional readings. On the CANVAS website there are also other useful related papers and documents.

**Detailed Course Summary:**

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| **Date** | **Topic** | Required Readings |
| July 19 | * Course overview and introductions
* Revising the four cognitive steps
* Comprehension from the linguistic side (Grice's maximums, frame of reference effects, Flesch-Kincaid readability statistics, linguistic corpora approach)
* **Workshop - Improving a survey questions using online linguistic tools**
* Revising issues with factual questions
* More about memory and what makes some events more memorable than others
 | * Slavec, A. (2016), *Improving Survey Question Wording Using Language Resources*, PhD Thesis, University of Ljubljana – Pages 8-10, 25-31, 153-205.
* Tourangeau, R., Rips, L.J., and Rasinski, K. (2000), *The Psychology of Survey Response*, Cambridge, UK: Cambridge University Press – Chapter 3.

Optional:* Schwarz, N., Hippler, H.J., and Noelle-Nuemann, E. (1994), Retrospective Reports: The Impact of Response Formats in N. Schwarz and S. Sudman (Eds.), *Autobiographical Memory and the Validity of Retrospective Reports*, New York: Springer-Verlag. – Pages 187-199. (Password: surv630cam)
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| July 20 | * More about memory (continued)
* Aids to improve recall
* Dates and durations
* **Workshop 2: Memory exercise**
* Autobiographical memory
* Telescoping
* Unusual inconsistencies in panel data
* Quasi-facts
 | * Fivush, R. (2011), The Development of Autobiographical Memory, *Annual Review of Psychology*, 62: 559-82.

Optional:* Belli, R. F (1998), The structure of autobiographical memory and the event history calendar: Potential improvements in the quality of retrospective reports in surveys, *Memory*, 6: 383-406.
* Rips, L.J., Conrad, F.G., and Fricker, S.S. (2003), Straightening the Seam Effects in Panel Surveys, *Public Opinion Quarterly*, 47(4), 522-554.
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| July 21 | * **Workshop 3: Critiquing a survey question that posing memory difficulties**
* Alternative methods of data collection to minimise memory error (e.g., event history calendars, internet enabled devices, GPS)
* What do subjective question measure?
* Stability and instability of attitudes
* Changing attitudes to change behavioral intentions to changes behaviors
* Satisfaction and other customer experience metrics
* **Workshop 4: Critiquing a subjective survey question**
 | * Belli, R. F., Smith, L. M., Andreski, P. M., & Agrawal, S. (2007), Methodological Comparisons between CATI Event History Calendar and Standardized Conventional Questionnaire Instruments, *Public Opinion Quarterly*, 71(4): 603–622.
* Anderson, T., Abeywardana, V., Wolf, J. and Lee, M. (2009), *National Travel Survey GPS Feasibility Study,* Final Report, National Centre for Social Research. NOTE THAT THE APPENDICES ARE NOT REQUIRED
* Petrocelli, J.V. et al (2010), Perceiving Stability As a Means to Attitude Certainty: The Role of Implicit Theories of Attitudes, *Journal of Experimental Social Psychology*, 46: 874-883.

Optional:* Smith, T. (1984), The Subjectivity of Ethnicity, in C.F. Turner and E. Martin, *Surveying Subjective Phenomena*, Volume 2, New York: Russell Sage Foundation, pages 117-128.
* Morselli, D., Le Goff, J.M. and Gauthier, J.A. (2018), Self-Administered Event History Calendars: A Possibility for Surveys? *Contemporary Social Science*, 1-24.
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| July 22, PM | * Alternative methods of data collection to measure subjective phenomenon (e.g., Introductions to factorial surveys and multi-item scales)
* **Workshop 5: Critiquing a multi-item scales**
* Ways to translate survey questions
* Leading questions, time permitting
 | * Liebe, U. et al. (2017), Using Factorial Survey Experiments to Measure Attitudes, Social Norms, and Fairness Concerns in Developing Countries, *Sociological Methods and Research*, 1-32.
* DeVellis, R. (2017), *Scale Development*: *Theory and Applications,* University of North Carolina at Chapel Hill -Chapters 5.
* Forsyth, B.H., et al (2007), Methods for Translating an English-Language Survey Questionnaire on Tobacco Use into Mandarin, Cantonese, Korean, and Vietnamese, *Field Methods*, 264-283.

Optional:* Alexander, C. and Becker, H. (1978), The Use of Vignettes in Survey Research, *Public Opinion Quarterly*, 42: 93-104.
* Douglas, S.P. and Craig, C. (2007), Collaborative and Iterative Translation: An Alternative Approach to Back Translation, *Journal of International Marketing*, 30-43,
* Levin, K. et al (2009), Using Cognitive Interviews to Evaluate the Spanish-Language Translation of Dietary Questionnaire, *Survey Research Methods*, 3(1): 12-25.
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