

## **SURVMETH988.023: Questionnaire Design**

**Instructor:** Jessica Broome (Jessica@southpawinsights.com)

**Course dates:** July 5 – 14, 2022

### **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 related to 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 <https://umich.instructure.com/courses/441209>. Course materials on the website include videos, outlines, 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](mailto: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 6/27:

The Big Picture: 4 videos

- Course Intro
- The Survey Lifecycle
- Mode
- Case Study

**Assignment:** Choose your own survey topic  
Post your introduction on Canvas

### 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 5 (90 minutes):

- Welcome + housekeeping
- Q + A on first 4 videos
- Introduction to project brief
- Responses to case study follow-up question
- Assignment for Thursday

### Open right after class 7/5:

Types of Questions and Considerations When Asking Questions: 4 videos

- Response process model
- Factual questions
- Attitude questions
- Sensitive questions

### Assignment:

Finalize your research question, mode, objective(s)  
Questionnaire brainstorm / outline

### 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 7 (90 minutes)**

- Q&A on videos
- Reactions to outline process
- Workshop research question and mode/process
- Assignment for Tuesday

### **Open right after class 7/7:**

Beyond Questions: 2 videos

- Scales and Response Options
- Layout: components of a questionnaire, navigation and respondent experience

**Assignment:** First draft of questionnaire; prepare to share your biggest stumbling block

### **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 12 90 minutes**

- Q&A on videos
- Workshop student questionnaires
- Plan for Thursday

### **Open right after class 7/12:**

Pre-testing: 2 videos

- Cognitive interviewing overview
- Cognitive interview demo

**Assignment:** Design probes for a cognitive interview

### **Readings:**

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

**Thursday, July 14 (90 minutes)**

- Q&A on videos
- Cognitive interviews in pairs
- Cognitive interview debrief

**Additional 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)