Instructor: Dr. Pamela Campanelli

Time: 4 days, 18, 19, 20 & 21 July, 8.30-12.00
Location: Online and interactive via Zoom
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Cell phone: 011 44 7803 275317

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 a multicultural viewpoint. 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 (canvas.it.umich.edu).

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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<tr>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
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<tr>
<td>July 18</td>
<td>• Course overview and introductions&lt;br&gt;• Key highlights from mini appendix on basic questionnaire design – assuring everyone has the same background&lt;br&gt;• Comprehension from the linguistic side (Grice’s maximums, frame of reference effects, Flesch-Kincaid readability statistics, linguistic corpora approach with mini appendix)&lt;br&gt;• <strong>Workshop 1 - Improving a survey question using online linguistic tools</strong>&lt;br&gt;• Some issues with factual questions&lt;br&gt;• Highlights from mini-appendix on difficulties with demographic questions&lt;br&gt;• More about memory and what makes some events more memorable than others&lt;br&gt;• Day 1 appendix on solutions to ambiguous terms and sensitive questions</td>
<td>• Slavec, A. (2016), <em>Improving Survey Question Wording Using Language Resources</em>, PhD Thesis, University of Ljubljana – Pages 8-10, 25-31, 153-205.&lt;br&gt;• Tourangeau, R., Rips, L.J., and Rasinski, K. (2000), <em>The Psychology of Survey Response</em>, Cambridge, UK: Cambridge University Press – Chapter 3. Optional:&lt;br&gt;• Schwarz, N., Hippler, H.J., and Noelle-Nuemann, E. (1994), Retrospective Reports: The Impact of Response Formats in N. Schwarz and S. Sudman (Eds.), <em>Autobiographical Memory and the Validity of Retrospective Reports</em>, New York: Springer-Verlag. – Pages 187-199. (Password: surv630cam)</td>
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- What do subjective question measure?
- Stability and instability of attitudes
- Changing attitudes to change behavioral intentions to changes behaviors
- Satisfaction and Net Promoter Scales
- Other problematic question formats to avoid (mini appendix on question formats to beware of and on leading questions)
- Workshop 5: On critiquing subjective survey questions
- Alternative methods of data collection: Factorial surveys


**Optional:**

| July 21 | Factorial surveys (continued)
- Alternative methods of data collection to measure subjective phenomenon: Multi-item scales
- Workshop 6: Writing a multi-item scale
- Ways to translate survey questions; multicultural issues


**Optional:**