Summer Institute in Survey Research Techniques
Writing Questions for Surveys

19-23 June 2023
Monday-Friday 1:00pm-4:00pm Eastern Time (12:00pm-3:00pm Central Time)
Online modality

Instructor name:	Dr. Jennifer "Jen" Dykema
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Course description
- This workshop distills research about survey questions to principles that can be applied to write survey questions that are clear with the goal of obtaining valid and reliable answers. The workshop provides students with tools to use in diagnosing problems in survey questions and in writing their own survey questions. Sessions combine lecture with group exercises and discussion. The lecture provides guidelines for writing and revising survey questions and illustrates how to revise problematic features of questions. Assignments require that students analyze problematic questions, revise them, and administer them to fellow students. Sessions consider both questions about events and behaviors and questions about subjective phenomena, such as attitudes and evaluations.

Course objectives
- Introduce a structural analysis of parts of a survey question.
- Introduce cognitive interviewing as a method for testing survey questions.
- Describe guidelines for diagnosing problems in survey questions and writing new survey questions.
- Focus on the structure and wording of survey questions, whether for interviewer-administered or self-administered instruments.
- Provide an opportunity to apply the guidelines and principles during in-class exercises.
- Focus on improving individual questions and sets of questions.
- Summarize research that underlies key decisions in writing survey questions.

Who should attend
- Individuals who will be writing or reviewing survey questions or survey instruments or analyzing survey data.
- This course gives practical guidance to those who have written survey questions but who are not familiar with the research on question design, those who are just beginning to design survey instruments, and those who use survey data but do not themselves design survey instruments.

Course URLs
- Lecture will be held in over Zoom. As link to zoom will be provided when available.
- Course materials will be available on Canvas. A URL for the course will be provided when available.
- Guide to Canvas for Students: https://community.canvaslms.com/t5/Student-Guide/tkb-p/student

Assignments
- Assignments for this course include daily readings and some short exercises.

1. Readings
- Readings are listed in the Course Outline and available on Canvas.
- Lectures assume that you have completed the assigned readings before the lecture.
- Completing the readings before class will greatly enhance what you learn from the course.
- Reading these two articles before the first day of class will help you get the most from this course:
    - Schaeffer, Nora Cate and Stanley Presser. 2003. "The Science of Asking Questions." *Annual Review of Sociology* 29:65-88.
    - Schaeffer, Nora Cate and Jennifer Dykema. 2020. "Advances in the Science of Asking Questions." *Annual Review of Sociology* 46:37-60.

2. Other exercises
- Exercises and discussion in class complement the lecture. There will be a brief assignment to be completed before the class and other to be completed overnight during the class.
- These exercises are designed to help you integrate the course material.

If you are interested in receiving a grade for this course
- Communication this to me immediately so that we can make arrangements.

Course Outline
Schedule for Readings

Day 1
Fundamentals in Questionnaire Design

Readings	Schaeffer, Nora Cate and Stanley Presser. 2003. "The Science of Asking Questions." *Annual Review of Sociology* 29:65-88.
	Schaeffer, Nora Cate and Jennifer Dykema. 2020. "Advances in the Science of Asking Questions." *Annual Review of Sociology* 46:37-60.
	Willis, Gordon B. and Susan Schechter. 1997. "Evaluation of Cognitive Interviewing Techniques: Do the Results Generalize the Field." *Bulletin de Methodologie Sociologique* 55:40-66.

Day 2
Fundamentals (continued)/General Guidelines

Readings	Krosnick, Jon A. and Stanley Presser. 2010. "Question and Questionnaire Design." Pp. 263-313 in *Handbook of Survey Research*, edited by P. V. Marsden and J. D. Wright. Bingley, UK: Emerald Group Publishing Limited.
	Fowler, Jr., Floyd J. and Carol Cosenza. 2009. "Design and Evaluation of Survey Questions." Pp. 375-412 in *The Sage Handbook of Applied Social Research Methods*, edited by L. Bickman and D. J. Rog. Thousand Oaks, CA: Sage.
	Schwarz, Norbert, Bärbel Knäuper, Daphna Oyserman and Christine Stich. 2008. "The Psychology of Asking Questions." Pp. 18-34 in *International Handbook of Survey Methodology*, edited by E. de Leeuw, J. J. Hox and D. A. Dillman. New York, NY: Lawrence Erlbaum Associates.
	Dykema, Jennifer, Nora Cate Schaeffer, Dana Garbarski and Michael Hout. 2020. "The Role of Question Characteristics in Designing and Evaluating Survey Questions." Pp. 449-70 in *Advances in Questionnaire*

Design, Development, Evaluation, and Testing, edited by P. Beatty, D. Collins, L. Kaye, J. Padilla, G. Willis and A. Wilmot. Hoboken, NJ: Wiley.

Day 3
General Guidelines (continued)/Questions about Events and Behaviors

Readings	Redline, Cleo. 2013. "Clarifying Categorical Concepts in a Web Survey." *Public Opinion Quarterly* 77:89-105.
	Beatty, Paul, Carol Cosenza and Floyd J. Fowler Jr. 2019. "Experiments on the Design and Evaluation of Complex Survey Questions." Pp. 113-29 in *Experimental Methods in Survey Research*, edited by P. J. Lavrakas, M. W. Traugott, C. Kennedy, A. L. Holbrook, E. D. de Leeuw and B. T. West. Hoboken, NJ: John Wiley & Sons, Inc.
	Tourangeau, Roger and Ting Yan. 2007. "Sensitive Questions in Surveys." *Psychological Bulletin* 133:859-83.

Day 4
Questions about Events and Behaviors (continued)/Questions Asking for Evaluations and Judgments

Readings	Dykema, Jennifer, Nora Cate Schaeffer, Dana Garbarski, Nadia Assad and Steven Blixt. 2021. "Towards a Reconsideration of the Use of Agree-Disagree Questions in Measuring Subjective Evaluations." *Research in Social and Administrative Pharmacy* 18:2335-2344.
	Alwin, Duane F., Erin M. Baumgartner, Brett Al. Beattie. 2018. "Number of Response Categories and Reliability in Attitude Measurement." *Journal of Survey Statistics and Methodology* 6:212-239.
	Holbrook, Allyson L., Jon A. Krosnick, Richard T. Carson and Robert Cameron Mitchell. 2000. "Violating Conversational Conventions Disrupts Cognitive Processing of Attitude Questions." *Journal of Experimental Social Psychology* 36:465-94.

Week 5
Questions Asking for Evaluations and Judgments (continued)/Other Topics

Readings	Keusch, Florian and Ting Yang. 2018. "Is Satisficing Responsible for Response Order Effects in Rating Scale Questions?". *Survey Research Methods* 12:259-70.
	Tourangeau, Roger, Frederick G. Conrad and Mick P. Couper. 2013. "Introduction to Measurement and Design in Web Surveys." Pp. 57-78 in *The Science of Web Surveys*. New York, NY: Oxford University Press.
	Dillman, Don A., Jolene D. Smyth and Leah Melani Christian. 2014. "Aural Versus Visual Design of Questions and Questionnaires." Pp. 169-227 in *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. Hoboken, NJ: John Wiley & Sons, Inc.