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.
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:

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.

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**Course Outline**

**Schedule for Readings**

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<thead>
<tr>
<th>Day 1</th>
<th>Fundamentals in Questionnaire Design</th>
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<th>Day 2</th>
<th>Fundamentals (continued)/General Guidelines</th>
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### Day 3
**General Guidelines (continued)/Questions about Events and Behaviors**

**Readings**

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

**Readings**

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

**Readings**