Intermediate Questionnaire Design
Summer Institute in Survey Research Techniques, 2024

Instructor: Dr. Pamela Campanelli
Time: 4 days, 22, 23, 24 & 25 July, 12.00-4.00
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 or Writing Questions for Surveys. 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. Solutions include basic aids to improve memory and alternative methods: decomposition, calendars, event history calendars, internet enabled devices, wearables, apps and sensors, and additional tasks on mobile phones. Also covered are the effects of telescoping 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 methods to attitude measurement will also be covered: factorial surveys and multi-item scales. The course concludes with multi-cultural issues raised by Rincón and a mini appendix on 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.”

Grades
Grades are not mandatory. But if you do want a grade, then you will need to complete a take-home exam (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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
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<tr>
<td></td>
<td>• Key highlights from mini appendix on basic questionnaire design – assuring everyone has the same background</td>
<td>• Tourangeau, R., Rips, L.J., and Rasinski, K. (2000), The Psychology of Survey Response, Cambridge, UK: Cambridge University Press – Chapter 3.</td>
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<td></td>
<td>• Comprehension from the linguistic side (Grice's maximums, frame of reference effects, Flesch-Kincaid readability statistics, linguistic corpora approach with mini appendix)</td>
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<td>• Some issues with factual questions</td>
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<td>• Highlights from mini-appendix on difficulties with demographic questions</td>
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<td>• Factors that affect the respondent’s memory and more about memory</td>
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<td>• Day 1 appendix on solutions to sensitive questions</td>
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<td>• More about memory (continued)</td>
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<td>• Workshop 2: Memory exercise</td>
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<td>• Autobiographical memory</td>
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<td>• Aids to improve recall</td>
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<td>• Alternative methods to aid memory Part 1: Decomposition and calendars</td>
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<td>• Alternative methods to aid memory Part 2: event history calendars</td>
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<td>• Workshop 3: Experience with Simplified Event History Calendar</td>
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<td>• Alternative methods to aid memory Part 3: Internet enabled devices, wearables, apps and sensors; additional tasks on mobile phones</td>
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<td>July 23</td>
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### July 24

- Alternative methods to aid memory
  Part 3 (continued)
- Highlights for mini appendix on telescoping
- Mini appendix on unusual inconsistencies in panel data
- Quasi-facts
- **Workshop 4:** Critiquing a survey question that poses memory difficulties as well as other issues
  - What do subjective question measure?
  - Stability and instability of attitudes
  - Satisfaction and Net Promoter Scales
  - Highlights for mini appendix on other problematic question formats to be aware of or avoid (agree/disagree, check all that apply, ranking, hypothetical, open versus closed questions and on leading questions)
  - **Workshop 5:** On critiquing subjective survey questions


**Optional:**

### July 25

- **Feedback from Workshop 5**
- Alternative methods of data collection to measure subjective phenomenon: Factorial surveys
- Alternative methods of data collection to measure subjective phenomenon: Multi-item scales
- **Workshop 6:** Writing a multi-item scale
  - Multi-cultural issues raised by Rincón
  - Mini appendix on ways to translate survey questions


**Optional:**