

Introduction to Questionnaire Design

Syllabus Draft 3/28/2024

Instructor: Emma White (emma@ewhiteresearch.com)

Course dates: June 24-July 17

Meeting times: Monday/Wednesday 10:00-12:00 Eastern Daylight Time

Course overview:

This course approaches questionnaire design from a practical, hands-on perspective. Students will draft their own questionnaires, starting with a definition of research objectives, and provide feedback on their peers' questions. As students walk through this process, coursework will cover the importance and basic tenets of rigorous design, and provide frameworks and tools for thinking about some of the common challenges in questionnaire development.

Course Materials:

All course materials (recommended readings, assignments) will be made available online when the course begins. Additional to the provided course materials, students may be interested in the following references:

- Brace, I., and Bolton, K. (2022). *Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research* 5th Edition, Kogan Page.
- Bradburn, N., Sudman, S., and Wansink, B. (2004). *Asking Questions: The Definitive Guide to Questionnaire Design -- For Market Research, Political Polls, and Social and Health Questionnaires* (Research Methods for the Social Sciences)
- Fowler, F.J. Jr., (1995), *Improving Survey Questions: Design and Evaluation*, Applied Social Research Methods Series Volume 38, Thousand Oaks, CA: SAGE Publications.
- Groves (2009) *Survey Methodology*

Evaluation:

Summer Institute courses are not available for academic credit. If you would like to receive a grade, please let me know by the second meeting of class.

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

Monday June 24

- Course introduction
- Total Survey Error and
- Defining research objectives → Questionnaire development
- Mode considerations

Assignment for Wednesday: Who/What/Where/When/How/Why (see Canvas)

Readings:

Hox, J., (1997). From Theoretical Concepts to Survey Questions. In L. Lyberg et al. (eds.). *Survey Measurement and Process Quality*, pp. 47-69.

Schwarz, N. (1997). Questionnaire Design: The Rocky Road from Concepts to Answers. In L. Lyberg et al. (eds.). *Survey Measurement and Process Quality*, pp. 29-45.

Aday (1996) Matching the Survey Design to Survey Objectives. In *Designing and Conducting Health Surveys: A Comprehensive Guide*. Chapter 2(pp 25-43)

Wednesday June 26

- Assignment discussion
- Response Process Model
- Factual questions

Readings:

Sudman, S., Bradburn, N. & Schwarz, N. (1996). Chapter 1, "Introduction," and Chapter 3, "Answering a Survey Question: Cognitive and Communicative Processes." *Thinking about answers: The Application of cognitive processes to survey methodology*. San Francisco: Jossey-Bass Publishers.

Tourangeau, R., Rips, L. & Rasinski, K. (2000). Chapter 1, "An Introduction and a Point of View," *The psychology of survey response*. Cambridge: Cambridge University Press.

Fowler, F.J. Jr., (1995), Chapter 2. *Improving Survey Questions: Design and Evaluation*, Applied Social Research Methods Series Volume 38, Thousand Oaks, CA: SAGE Publications.

Monday July 1

- Attitude questions
- Sensitive questions/social desirability
- Assignment for Wednesday: Questionnaire outlines should include:
 - Research objective(s)
 - Population definition
 - Mode for conducting survey
 - Key concepts to cover (not actual question language but ideas)
 - Demographic/control variables you will need

Readings:

Fowler (1995): Chapter 3

Tourangeau and Yan (2007): Sensitive Questions in Surveys. *Psychological Bulletin* 133:5 (pp 859-883)

Wednesday July 3

- Assignment discussion
- Response categories and response scales

Readings:

Brace, I., and Bolton, K. (2022): Chapter 6

Bradburn, Sudman, and Wansink (2004): Chapter 5

Monday July 8

- Organization, layout, programming, navigation
- Assignment due Wednesday: Questionnaire draft

Readings:

Brace, I., and Bolton, K. (2022): Chapter 10

Wednesday July 10

- Assignment discussion
- Discuss questionnaire examples

- Q and A regarding course so far

Monday July 15

- Pre-testing, cognitive interviewing, and evaluation of questionnaires
- Assignment due Wednesday: Feedback on classmate's draft

Readings:

Willis, G. (2005). Cognitive Interviewing: A tool for Improving Questionnaire Design, Sage. Chapter 1-2

Wednesday July 17

- Assignment discussion
- Q and A
- Additional resources for questionnaire design