Questionnaire Design
University of Michigan Summer Institute in Survey Research Techniques, 2012, video-linked to Joint Program in Survey Methods at the University of Maryland

Course: Survey Methodology 630

Time: 4 – 29 June, 10.30-12:30 daily (Monday to Friday)
(No class on 4 June due to Summer Institute orientation)

Location: Room 368 (basement) ISR at UMich /
Room 1208 LeFrak Hall at UMD

Instructors:

Emilia Peytcheva (Week 1)
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Pamela Campanelli (Weeks 2 to 4)
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Please note that e-mail is preferred.
E-mail: dr.pamela.campanelli@thesurveycoach.com

GSI: Chris Antoun (Weeks 1 to 4)
Office and Phone: ISR-Thompson, Room 6050, Cube “U”. Cell Phone: (571) 294-8583
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Course Description:
This course focuses on the design of questions and questionnaires used in survey research. The course will explore the theoretical and experimental literature related to question and questionnaire design as well as focusing on practical issues in the design, critique, and interpretation of survey questions that are often not taught in formal courses. There will be exercises both in and outside of class to reinforce theory and practice, including the construction and testing of a class questionnaire.

Discussion will focus on the measurement of both factual and non-factual material. Topics include general principles of writing questions to ensure respondent understanding; techniques for measuring the occurrence of past behaviors and events; the effects of question wording, response formats, and question sequence on responses; an introduction to the psychometric perspectives in multi-item scale design; combining individual questions into a meaningful questionnaire; special guidelines for self-completion surveys (including web surveys) versus interview surveys; strategies for obtaining sensitive or personal information; and an introduction to techniques for testing survey questions.

The expectation is that readings are completed prior to attending the class for which they are assigned, so that the readings can be discussed in class.

Evaluation:
57% of the final grade for the course will be based on 7 practical problem-solving exercises related to questionnaire design and given as homework assignments (worth 10, 6, 6,12, 2, 15, and 6 points, respectively). Points will be subtracted for late assignments.

40% of the final grade for the course will be from the final exam on the last day of class. This will assess participants’ mastery and critical appraisal of the required readings (textbooks and assigned articles).
3% of the final grade will be based on class participation including attendance and asking and answering questions in class.

**Prerequisite:**
An introductory course in survey research methods or equivalent experience.

**Office Hours:**
By appointment.

**Required Texts:**
4. Articles on website (see section about Course Website below)

**Course Website:**
The course website ([https://ctools.umich.edu/portal](https://ctools.umich.edu/portal)) is at the University of Michigan and is maintained by Jodi Holbrook (hjodi@isr.umich.edu), Emilia Peytcheva (emilia@umich.edu), and Pamela Campanelli (dr.pamela.campanelli@thesurveycoach.com) and Chris Antoun.(antoun@isr.umich.edu)

UMD students (and UMich students who wish to use a non-UMich e-mail) will need to get a UMICH Friend Account, a special kind of computer account that is used to give non-University of Michigan members access to the general University of Michigan web environment. **You can use any e-mail address you want for your Friend Account, but this same e-mail address has to be entered into the CTools system in order for you to access the course materials.**

**Steps:**
1. Tell one of the 4 people above your preferred e-mail address, so it can be put in CTools
2. When you receive a reply that it is in, go to [https://friend.weblogin.umich.edu/friend/](https://friend.weblogin.umich.edu/friend/) and do what it says to create a Friend Account - just a few simple steps.
3. You can then go to the CTools site [https://ctools.umich.edu/portal](https://ctools.umich.edu/portal), click on “login in” in the upper right-hand corner, and use your Friend Account login and password.
4. This will then show you a tab for Survey Methodology 630 (and any other classes where that e-mail has been entered in CTools)
5. On the site under “Assignments”, you will also find the actual homework assignments.
6. On the site under “Resources”, you will find copies of the instructor’s powerpoint slides and the required and optional articles to read. Note that some of the readings are password protected. The password 'surv630cam' is needed.
7. Be sure to contact one of the four people above if you have any problems.

**Assignment Submission:**
All assignments are to be submitted on Ctools.

1. Go to [https://ctools.umich.edu/portal](https://ctools.umich.edu/portal) and open the SURVMETH 630 site.
2. Then click Assignments in the left-hand menubar and click on the name of the assignment to open it.
3. Next, click the Attachments button.
4. Browse for your assignment, select it, and click Attach.
5. Then click Save in the attachments window that appears.
6. To submit an assignment when you have finished, click the Submit button at the bottom of the screen.
7. Before you submit your assignment, you have the option to Preview it to see how it will look to the instructor, or save it as a Draft and return to it at a later time.

IMPORTANT NOTE: The assignment tool sends out an email notification once your assignment has been submitted successfully. If you do not receive that email notification, it is probably a good idea to re-submit the assignment again.

**Detailed Course Summary:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Required Readings</th>
<th>Date HW Assigned</th>
<th>Date HW Due</th>
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<tbody>
<tr>
<td>Thu 6/7</td>
<td><strong>Writing Factual and Behavioral Questions</strong>&lt;br&gt; - Knowledge Questions&lt;br&gt; - Measuring behaviors and events&lt;br&gt; - Memory and recall</td>
<td>Fowler, Chapter 2, pages 8 – 28 only&lt;br&gt; Tourangeau, Rips, and Rasinski (2000), Chapter 4&lt;br&gt; <strong>Optional:</strong>&lt;br&gt; Loftus, E. and Marburger W. (1983).</td>
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| Mon 6/11 | • **In Class Exercise** in writing factual questions  
**Constructing Attitude and other Non-Factual Questions**  
• Traditional and alternative views on attitudes  
• Belief sampling model  
• What is an attitude, belief, value, behavioral intention?  
• Field coding | • Tourangeau, Rips, and Rasinski, K. (2000), Chapter 6  
• Fowler (1995), Chapter 3 and Appendix C  
Optional:  
• Converse (1963), pages 1-15  
• Corsini (1994), pages 114-116. | Practical exercise 2 |             | Practical exercise 1 |
| Tue 6/12 | **Constructing Attitude and other Non-Factual Questions (continued)**  
• Problems with agree/disagree format / acquiescence bias  
• Middle alternatives  
• No opinion options  
• How many scale points?  
• Adjectives vs. numbers vs. other types of scales | • Tourangeau, Rips, and Rasinski (2000), Chapter 8  
Kalton and Schuman (1982)  
| Wed 6/13 | **Constructing Attitude and other Non-Factual Questions (continued)**  
• Ranking vs. Rating  
• Hypothetical questions  
• Reason why questions  
• Satisfaction questions  
• **In Class Exercise** in writing non-factual Questions  
• Issues in reporting non-factual data  
**Multi-Item Scales**  
• Why use multi-item scales | • Krosnick and Fabrigar (1997), Chapter 6 in SMPQ  
Optional:  
• Thomas and Sturgis (1998)  
• Krosnick (1989)  
DeVellis (2012), Preface and Chapters 1-5, 8 | Practical exercise 3 | Practical exercise 2 | 8.30 am |
| Thu 6/14 | **Multi-Item Scales**  
• Psychometric theory  
• Reliability and Validity  
• Construction of scales  
• **In-class exercise in multi-item attitude scales** | • Fowler (1995), Chapter 6  
Optional:  
• Heath and Martin (1997) | Practical exercise 4 |             | Practical exercise 2 |
| Fri 6/15 | • **In-class exercise (continued)**  
**Mode differences**  
• Some differences by mode of data collection  
• Issues for interview surveys  
**Questionnaire as whole**  
• Order of questions  
• Length of questionnaire  
• Covers (for paper questionnaires)  
• Other necessary parts of a questionnaire that aren’t respondent questions  
• Etc. | • Tourangeau, Rips, and Rasinski (2000), Chapter 10  
• Dillman, Smyth and Christian (2009), pages 151-218 from Chapter 6  
• Fowler (1995), Chapter 4, pages 92-102 only  
Optional:  
• Czaja and Blair (1996), pages 75-106. | Practical exercise 5 | Practical exercise 3 | 8.30 am |
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<td>Mon 6/18</td>
<td>Questionnaire as a whole (continued)</td>
<td>Dillman, Smyth and Christian (2009), pages 89-106 from Chapter 4&lt;br&gt;Christian and Dillman (2004)</td>
<td>Practical exercise 5 5.00 pm</td>
<td>Practical exercise 3</td>
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| Mon 6/25 | Additional issues for factual and non-factual questions  
• Other topics (continued)  

**Cross-Cultural Surveys and Translations**  
• Designing questionnaires for cross-cultural implementation  
• Approaches to translating questionnaires  
• Assessing translation quality  

- Harkness (2003), pages 35-56  
Data 6.30 pm | Practical exercise 6  
No feedback given for exercise 7. Receive 6 points for submitting all parts |
| Tue 6/26 | Asking Sensitive Questions  
• Why should respondents distort their answers?  
• Issues in measuring distortion  
• Mode of data collection differences  
• Solutions:  
  o At the data collection level  
  o At the questionnaire level  
  o At the question level  
  o Unusual techniques  
  o Issues around randomised response  
  o Item count technique  
  o Bogus Pipeline | Fowler (1995), Chapter 2, pages 28-44 only  
Tourangeau, Rips, and Rasinski (2000), Chapter 9  
Marquis, Duan, Marquis, and Polich (1981), pages 2-8 only  
Groves (1989), pages 299-304 | Practical exercise 7  
Comments 8.30 am |
| Wed 6/27 | Evaluation of multi-item scales  
Questions about the exam | DeVellis (2012)-Preface and Chapters 6-7 | |
| Thu 6/28 | Pretest discussion  
Discussion of multi-item scales from class questionnaire  
Any remaining questions about the exam | | Receive, collated comments, final dataset, & multi-item scale results |
| Fri 6/29 | Final Exam | | |
Required Articles:


**Optional Reading:**


