Questionnaire Design - SurvMeth 630/Psych 711

A. Objective
The objective of this course is to introduce the scientific literature on the design, testing, and evaluation of survey questionnaires. The course will also provide hands on applications of the methods discussed in class. Students will be expected to draw on the material covered in the lectures and readings in conducting a series of exercises in the development of a questionnaire.

B. Course Assignments and Requirements
Students are expected to complete:

- Quizzes and question submissions (worth 15% total)
  - 5 quizzes (5% total)
  - Submitting discussion questions on reading materials and/or topics covered in class (10% total)
    - Due 3pm Mondays before class
- Take-home exam (worth 15%)
- Project (70%)
  - 4 homework assignments (worth 15% each)
    - Typed, no more than a couple of pages (<8 pages), emailed to instructor and TA at the due date
  - Presentation to the class (worth 10%)
    - UMich students: April 16, 2013
    - UMD students: April 23, 2013

For all students and classes, I am looking for contributions to the class discussion that demonstrates familiarity with the readings.

C. Course policies:
Each student may turn in one assignment one week late, by informing the instructor before the original due date. All other late assignments will be marked down by 5% for each day the assignment is late.

D. Office hours
There will not be set office hours each week; however students from both sides are encouraged to email or call the instructor to set up individual meetings.

Hanyu will be responsible for quizzes, question submissions, and homework assignments. Please contact her if you have questions about any of those issues.

E. Prerequisite
F. Readings

How to access the class site:

- U. of Michigan students just need to log on to c-tools (https://ctools.umich.edu/portal) with their university account password to get access.
- U. of Maryland students will need to get a University of Michigan's Friend Account, a special kind of computer account that is used to give non-University of Michigan members access to some University of Michigan web resources.
  - Steps:
    - You will receive an email informing you that you have been added to the ctools website. This message will be sent to the email address where you generally receive University of Maryland communications.
    - If you do not have a friend account, go to https://friend.weblogin.umich.edu/friend/ and follow the instructions to create one. This is just a few simple steps. You can then go to the c-tools site https://ctools.umich.edu/portal, click on “login in” in the upper right hand corner, and use your Friend Account login and password.
    - Note that if you have previously created a friend account with the same email address, you will get an error message stating that the account already exists. If you remember the password to the account, go to https://ctools.umich.edu/portal to log in. You can also choose to reset the password.
    - On the site, look for readings under “Resources.”
  - For some of the readings, a password is needed. This password is always included in the filename, when applicable.

Required textbooks are


We will use a series of articles available through c-tools as well as chapters from the following books:


Other Recommended Books


**Outline and Reading Schedule**

**Week 1 (January 15): Introduction – From Research Question to Questionnaire**

**Instrument Development - Writing survey questionnaires**

**Required Reading:**
1. Fowler (1995): Chapter 1
2. Bradburn, Sudman, and Wansink (2004): Chapter 1

**Optional:**

**Week 2 (January 22): Writing Survey Questions: General Principles**

Due: Discussion Questions Submission

**Required Reading:**

**Optional:**

**Week 3 (January 29): Tools for Developing and Testing Questionnaires**

Due: Discussion Questions Submission; Homework 1

**Week 4 (February 5): Tools for Developing and Testing Questionnaires**

Due: Discussion Questions Submission

**Required Reading:**
1. Fowler (1995): Chapters 5-7


**Optional:**


**Additional Sources for Testing Survey Questionnaires**


**Week 5 (February 12): Asking about Facts and Quasi-Facts**

Due: Discussion Questions Submission

**Required Reading:**


2. Bradburn, Sudman, and Wansink (2004): Chapters 2 and 9

Optional:


Week 6 (February 19): Questions about Subjective Things (Attitudes)

Due: Discussion Questions Submission; Homework 2

Required Reading:

2. Bradburn, Sudman, and Wansink (2004): Chapters 4,6-8

Optional:


Week 7 (February 26): Response Categories and Response Scales

Due: Discussion Questions Submission

Required Reading:


Optional:


**Week 8 (March 5): Michigan Spring Break**

**Week 9 (March 12): Sensitive Questions**
Due: Discussion Questions Submission; Homework 3

**Required Reading:**
2. Bradburn, Sudman, and Wansink (2004): Chapter 3

**Optional:**

**Week 10 (March 19): Maryland Spring Break**

**Week 11 (March 26): Questionnaire from Start to Finish; Layout and Mode dependencies**
Due: Discussion Questions Submission

**Required Reading:**
1. Fowler (1995): Chapter 4

**Optional:**

**Week 12 (April 2): Web/Tablet/Mobile Surveys**
Due: Discussion Questions Submission; Homework 4

*Required Reading:*

*Optional:

**Week 13 (April 9): Translating Questionnaires**
Due: Discussion Questions Submission

*Required Reading:*

*Optional:

**Week 14 (April 16): UMich Students Presentation**

**Week 15 (April 23): UMD Students Presentation**

*Additional Sources*