Summary of Course:

Have you ever discovered too late that your questions did not deliver useful or useable data? Learn how to write effective survey questions and combine them into a meaningful questionnaire. This course combines suggestions from the research literature on questionnaire design with a very practical approach. It covers the special issues faced in writing factual, non-factual and sensitive questions, for both interview and self-completion modes, and also includes an introduction to various methods for testing survey questionnaires.

(It does not cover the design of multi-item scales based on psychometric principles.)

Course Objectives:

- To raise participants’ awareness of the pitfalls, issues, and tradeoffs involved in writing good survey questions and questionnaires.
- To enable participants to critique existing survey questions and questionnaires.
- To provide participants with the knowledge to be able to create their own high quality survey questions and questionnaires.

Course Content:

This course focuses on the design of questionnaires used in survey research, exploring the theoretical issues that arise in their development, application and interpretation as well as the practical aspects of questionnaire design that are often not taught in formal courses. It involves lectures as well as a variety of hands on workshops.

The emphasis is on the selection of appropriate measurement techniques for assessing both factual and non-factual material using survey questions. Topics include:

- cognitive guidelines for question construction to ensure respondent understanding,
- techniques for measuring the occurrence of past behaviours and events,
- the effects of question wording, response formats and question sequence on responses,
- combining individual questions into a meaningful questionnaire,
- special guidelines for self-completion surveys versus interview surveys,
- strategies for obtaining sensitive or personal information, and
- an introduction to the various methods to test questionnaires.

Please note:

The instructor will be available for one-to-one sessions on your questionnaire during breaks, lunch, and after the course each day.

This course does not cover the design of multi-item scales based on psychometric principles.
Target Audience:

The course is suitable for both those new to questionnaire design as well as for those with knowledge and experience of questionnaire design who would like to polish their skills and find out what the questionnaire design literature has to say.

Course Materials:

Participants will receive a paper copy of the PowerPoint slides used in the presentations and an extended reading list, arranged by topic, with suggested further reading.

The Instructor:

Dr Pamela Campanelli is an independent Survey Methods Consultant, Chartered Statistician and Chartered Scientist with a background in psychology, survey methodology and statistics. Previously, she was a Research Director at the Survey Methods Centre of the National Centre for Social Research. Prior to joining the National Centre, she was involved with surveys and survey methods projects at the Institute for Social and Economic Research at the University of Essex, the Center for Survey Methods Research at the U.S. Bureau of the Census, and at the University of Michigan. Her main interests and publications are in the study of survey error and data quality issues, with a special emphasis on questionnaire design, question testing strategies, interviewing techniques, sampling and survey nonresponse. In addition to her consultancy work, she regularly teaches short courses for the U.S. Joint Program in Survey Methodology, the University of Hong Kong, the Swiss Summer School and for a variety of UK organisations, universities, central government departments, and survey research companies (see www.thesurveycoach.com).

Reading:

All participants will find the following book useful:


A reading list is also given at the end of the course material.

Duration:

This is a two day course. The course begins with registration from 9.00am and formal teaching begins at 09.15am and ends at 4.30pm. On the second day, the course runs from 9.15am and ends at 4.30pm.

Location:

Sydney Business School, Gateway Building, 1 Macquarie Place, Circular Quay, Sydney(Room 4)