Overview

Have you ever discovered too late that your survey questions and questionnaires did not deliver useful data? This suite of courses is designed to remedy that situation. The courses combine practical knowledge with advice from the current survey research literature. They combine lectures and hands-on exercises.

The Course

This course focuses on the design of questionnaires used in survey research, exploring the theoretical issues that arise in their development and application along with the practical aspects of questionnaire design that are often not taught in formal courses. It combines lectures with hands-on workshops. Topics include:

- cognitive guidelines for question construction to ensure respondent understanding,
- techniques for measuring facts and the occurrence of past behaviours and events
- techniques for measuring attitudes and other non-factual material
- 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 (postal, web, etc.) versus interview surveys (face-to-face and telephone)
- an introduction to the various methods to test questionnaires.

Target Audience

These courses are aimed at anyone wishing to improve their survey questionnaires. These courses are useful for both people new to questionnaire design and those who have experience and would like to extend their knowledge. The courses will be a benefit not only people who anticipate designing a questionnaire in the future, but those in the role of critiquing commissioned or existing research.
The Instructor

Dr. Pamela Campanelli is an independent Survey Methods Consultant, UK 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, mixed modes of data collection and survey analysis. In addition to her consultancy work, she regularly teaches short courses for a variety of UK organisations, universities, central government departments, and survey research companies as well as the Universities of Michigan, Hong Kong, and Wollongong and the bureau of statistics in Switzerland, Ireland and South Africa and the Brazilian Network Information Centre. For more information see: www.thesurveycoach.com.

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.

Fees and Information

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<th>Course</th>
<th>Date</th>
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<th>SSAI/AMSRS Members</th>
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<td>Instrument Design and Testing</td>
<td>10-11 Oct</td>
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Location: Australian Bureau of Statistics, Level 7 South Tower, 485 La Trobe St (Slater & Gordon Bldg), Melbourne

Duration: Teaching from 9:15 am to 4:30 pm; check-in at 9:00 am

Morning and afternoon coffee/tea and a light lunch are included in the course fee.

Contact Anica Damcevski, anica@uow.edu.au or 02 4221 5435, to register and for further information.

For upcoming courses and corporate statistical training offerings visit the NIASRA website

Support

This workshop is being presented with the support of the Statistical Society of Australia, Inc and the Australian Bureau of Statistics.