The Questionnaire Revealed

Questionnaire Design and Testing
by The Survey Coach

Dr. Pamela Campanelli

15 and 16 October 2015
Sydney Business School
Gateway Building, 1 Macquarie Place
Circular Quay

Overview

Have you ever discovered too late that your survey questionnaires did not deliver useful data? This course is designed to remedy that situation. This course combines practical knowledge with advice from the current survey research literature, featuring lectures and hands-on exercises.

The Course

This course is about learning to write effective survey questions and combining them into a meaningful questionnaire. This course explores the theoretical issues that arise in question and questionnaire construction as well as covering the practical aspects that are often not taught in formal courses. Topics include:

- General principles of questionnaire design to ensure respondent understanding (with Workshop)
- Techniques for measuring facts and the occurrence of past behaviours and events (with Workshop)
- Techniques for measuring attitudes and other subjective topics (with Workshop)
- Issues in measuring validity and reliability
- Appendix on asking sensitive questions
- Combining individual questions into a questionnaire
- Special guidelines for self-completion surveys (postal, web, etc.) versus interview surveys (face-to-face and telephone) (with Workshop)
- An introduction to the various methods to test questionnaires
- “Open surgery” where participants can receive comments on their own questionnaires in a group setting or one-on-one with Dr. Campanelli

Target Audience

This course is aimed at anyone wishing to improve their survey questionnaires. The course is useful for both people new to questionnaire design and those who have experience and would like to extend their knowledge. The course will benefit not only people who anticipate designing a questionnaire in the future but also those in the role of critiquing commissioned or existing research.
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 (UK) National Centre for Social Research. Prior to joining NatCen, she was involved with surveys and survey methodology 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 the University of Michigan.

Her main research interests are the study of survey error and data quality issues, with an emphasis on questionnaire design, question testing strategies, interviewing techniques and mixed modes of data collection. She regularly teaches short courses for a variety of organisations, universities, central government departments and survey research companies in the UK and internationally. 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 Members</th>
<th>Students</th>
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<tr>
<td>The Questionnaire Revealed</td>
<td>15-16 October</td>
<td>$1400</td>
<td>$1200</td>
<td>$800</td>
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Location: Sydney Business School, Level 8 Gateway Building, 1 Macquarie Place, Circular Quay

Duration: Thurs, 15 Oct: Registration 9-9:20; course from 9:30 am to 4:30 pm
Fri, 16 Oct: Course from 9:15 am to 4:30 pm

Morning and afternoon coffee/tea and a sandwich lunch are included.

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

Other NIASRA Short Courses in 2015 (visit niasra.uow.edu.au)

Internet Surveys: Visual Design and Implementation
Pamela Campanelli
Sydney Business School
Friday, 23 October 2015
$700 ($600 SSAI members, $400 students)

Spatio-Temporal Statistical Modelling
Noel Cressie and Andrew Zammit Mangion
Sydney Business School
Monday, 7 December 2015
$700 ($600 SSAI Members, $400 Students)