

SURVEY AND QUESTIONNAIRE DESIGN

Spring Quarter, 2003

Public Policy 418
Psychology 475
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Texts: (TRR) Tourangeau, Rips, & Rasinski, 2000. *The Psychology of Survey Responding*

(SD) Salant & Dillman, *How to Conduct Your Own Survey*

WEEKLY SCHEDULE

3/31 Introduction/Overview SD ch 1-2

4/2 A psychological approach to questionnaire design TRR ch 1-2

4/7-4/9 Sampling and non-sampling error SD ch 5

1. R. M. Groves, *Survey Errors and Survey Costs*, Chapter 1: "An Introduction to Survey Errors." pp. 1-48.
2. Groves, R.M. and Couper, M.P. *Nonresponse in Household Interview Surveys*. New York: Wiley-Interscience. Chapters 1-2. Pp. 1-46.
3. Groves, R. M., Singer, E. & Corning, A. *Leverage-saliency Theory of Survey Participation*
4. Davis Nonrandom measurement error and race of interviewer effects among African Americans
5. Atrostic et al Nonresponse in U.S. Government Household Surveys: Consistent Measures, Recent Trends, and New Insights.
6. Groves and McGonagle A theory-guided interviewer training protocol regarding survey participation
7. Steeh, Kirgin Cannon and De Witt Are they really as bad as they seem? Nonresponse rates at the end of the 20th Century

4/14-4/16 Writing survey questions SD ch 3 and 6

8. Aday, Lu Ann. *Designing and Conducting Health Surveys, Second Edition*. San Francisco: Jossey-Bass. 1996. Chapters 2-3. pp. 25-74.
9. Sheatsley, Questionnaire Construction and Item Writing
10. Schuman, H. and Presser, S. *Questions and Answers in Attitude Surveys*. New York: Academic Press. 1981. Chapters 3 and 4. pp. 79-146.
11. Knauper, Filter questions and question interpretation
12. Krosnick et al. The impact of "no opinion" response options on data quality..
13. Martin, 2002 Effects of Questionnaire Design on Reporting of Detailed Hispanic Origin
14. Suchman, L & Jordan, B. Interactional Troubles in Face-to-Face Survey Interviews
15. M. F. Schoeber & F. G. Conrad, Does Conversations Interviewing Reduce Survey measurement Error?
16. Couper, Survey introductions and data quality

4/21 Memory and survey response TRR ch 3

17. Sudman, S. and Bradburn, N.M. *Response Effects in Surveys*. Chapter 3. "Effects of Time and Memory Factors on Response." Chicago: Aldine, 1974.
18. Hastie, R. An Information Processing Theory for the Survey Researcher@ pp. 42-70

4/23-4/28 Dates and duration/Facts and numbers TRR ch. 4-5

19. Neter and Waksberg. A study of response errors in expenditures data from household interviews
20. Mathiowetz and Mc Gonagle. An assessment of the current state of dependent interviewing in household surveys
21. Belli, R. F; Shay, W. L., & Stafford, F. R., *Event History Calendars and Question List Surveys*
22. Schwarz, N. and Hippler, H-J. in *Biemer*, Chapter 3. "Response Alternatives: The Impact of Their Choice and Presentation Order." pp. 41-56.

4/30 -5/5 Attitudes TRR Ch. 6

23. Bassili, J. N & Scott, B. S. *Response Latency as a Signal to Question Problems in Survey Research*
24. Wanke, Comparative judgments as a function of the direction of comparison versus word order.
25. Hayes, Shanahan and Blynn Willingness to express one's opinion in a realistic situation as a function of perceived support for that opinion
26. Scheufele and Eveland. Perceptions of "public Opinion" and "Public" opinion expression
27. Scheufele and Moy Twenty-five years of the spiral of silence: A conceptual review and empirical outlook

5/5 Theory section due

5/7 Context effects TRR ch. 7

28. Moore, D. Measuring new types of Question-order effects

5/12 Response selection TRR ch. 8

29. Knauper, *The Impact of Age and Education on Response Order Effects in attitude Measurement*
30. Javeline, 1999 Response effects in polite cultures

5/14 Draft Questionnaire Due. Discussion of assignment question selection/writing

5/19-21 Sensitive topics TRR ch. 9

31. Tourangeau & Smith, Asking Sensitive questions: The impact of data collection mode, question format, and question context
32. Tourangeau, Rasinski, Jobe, Smith and Pratt, Sources of Error in a survey on Sexual Behavior
33. Binson & Catania Respondents' understanding of words used in sexual behavior questions
34. Epstein, Barker and Kroutil 2001 Mode effects in self-reported mental health data
35. Davis Nonrandom measurement error and race of interviewer effects among African Americans

5/26-28 Survey mode SD ch. 4 and 7, TRR ch. 10

36. Lyberg, L. and Kasprzyk, D. in *Biemer*, Chapter 13. "Data Collection Methods and Measurement Error: An Overview." pp. 237-258.
37. Couper, M. P., Traugott, M. W., & Lamisa, M. J. *Web Survey Design and administration*
38. Kwak and Radler A comparison Between Mail and Web surveys: Response Pattern, Respondent Profile, and data Quality
39. Best and Krueger New approaches to assessing opinion: The prospects for electronic mail surveys

6/2 Cognition and Surveys, Final project due TRR Ch. 11

Grading:

Students will be graded on a three-part assignment and on class participation

Assignment:

The assignment is to construct a 50 item questionnaire on a topic of substance of your choice. The questionnaire will be created in three stages.

1. First, produce a 5-7 page paper introducing the topic, justifying its importance and appropriateness for studying in a survey, defining the target population, and dividing it into reasonable sub domains. You will be graded on this paper and I will give you feedback.
2. Produce a draft of the final questionnaire. I will give you feedback on the draft
3. Produce the final 50-item questionnaire and suggest some ways, based on what you have learned in class or from the readings, that you will pretest the questions.

We will talk more about this assignment in the first few sessions.

The assignment will count for 2/3rds of your grade

Class discussion: I have prepared lectures on a few key topics but I would like this course to be mostly a seminar.

I will divide you into groups and ask each group to lead discussions on a set of readings. Prior to the discussions I will ask each group member to email discussion questions to me (and to each of the other members of the discussion group). These questions will be used as the basis for the class discussion. You will get graded depending on both the quality of your questions (when your group leads) and on your participation in the discussion (when some other group leads).

Methodological experiment: We will conduct a small methodological study to try to replicate some past documented effect and perhaps throw a new wrinkle into it. You will be responsible for conducting a small amount (around 10) of surveys that will be no longer than 3 or 4 pages, probably less. We will use a convenience sample. The assignment will be easy and I think it is an important exercise, so I will take five points off your grade if you don't complete it, unless you have a compelling reason and can convince me of it.