Questionnaire design

Duration: 12 hours/ 3 days

Format: ONLINE ONLY

Instructor: Diana Zavala-Rojas

Course description:

In this course we will introduce participants to the development and testing of survey questionnaires.

In the first part of this course, questionnaires are studied as measurement instruments of human attitudes and behaviour. Students learn best and worst practice in questionnaire design, and the implications of design decisions in the quality of the data. There are many choices and options available when a questionnaire is designed. As all decisions can interact among them, students learn the Three-step procedure methodology (Saris and Gallhofer, 2014) as a way to make the right choices and obtain the best formulation for their questions. The course introduces participants to the response process and to potential biases that occur when respondents answer questions.

In the second part, the course focuses on questionnaire design for different modes of data collection, for instance, in person interviews, web surveys, among others. Pretesting methods to evaluate the questionnaires are introduced.

Learning schedule:

Day 1	14 – 15.45	Introduction: Best and worst practice in questionnaire design The response process and response biases: satisficing, social desirability, etc.
	15.45 – 16.15	Break
	16.15 - 18	Part 1: The three step procedure to design questionnaires Step 1: From research questions to concepts Simple vs. complex concepts
Day 2	14 – 15.45	Step 2: From concepts to sentences. Step 3: From sentences to questions
	15.45 – 16.15	Break
	16.15 - 18	Part 2: From questions to questionnaires. Choices and decisions: introduction, response scales, don't know, position of the questions, modes of data collection. Lab session: Design a questionnaire (part 1)
Day 3	14 – 15.45	Pretesting methods before data collection
	15.45 – 16.15	Break
	16.15 - 18	Lab session: Design a questionnaire (part 2)

Prerequisites: None. This is an introductory course to questionnaire design.

Software: We will introduce the software Survey Quality Predictor (SQP) and use packages from the R environment. We therefore recommend taking the courses "Introduction to R" and "Structural Equation Modelling" previous to this course.

Readings: Saris, W.E., and Gallhofer, I.N. (2014) *Design, Evaluation and Analysis of Questionnaires for Survey Research.* New York: Wiley. Second Edition.

Guidelines for Best Practice in Cross-Cultural Surveys. Ann Arbor, MI: Survey Research Center, Institute for Social Research, University of Michigan. http://www.ccsg.isr.umich.edu/.

Zavala-Rojas, Diana, Danielly Sorato, Lidun Hareide, and Knut Hofland. 2022. "[MCSQ] Multilingual Corpus of Survey Questionnaires." *Meta: Journal Des Traducteurs*.

Instructor short bio:

Diana Zavala-Rojas is a specialist in multinational, multiregional and multilingual comparative social research. She is the Deputy Director of the Research and Expertise Centre for Survey Methodology (RECSM) at Universitat Pompeu Fabra (UPF). She is the principal investigator of the Core Scientific Team of the European Social Survey (ESS) ERIC at UPF. She is also a member of the ESS Translation Expert Panel.

She is an expert in questionnaire design. She has collaborated in the design of the rotating modules of the ESS since Round 6, and is part of the design team of the CROss-National Online Survey-2 (CRONOS-2), a longitudinal study linked to the ESS. At UPF she is the principal investigator of several existing and past H2020 projects: among them SSHOC [link: https://sshopencloud.eu/], PAUL [link: https://www.icos-cp.eu/projects/icos-cities-project] and the GUIDEprep [link: https://www.guidecohort.eu/]. In addition to scientific questionnaires, she has broad experience in the design of electoral surveys eg. exit polls, tracking polls, but also surveys to measure political branding in the context of electoral campaigns, and in the design of surveys intended to evaluate policy outcomes.