

## Questionnaire design, measurement quality and comparability (12h)

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### Description of the course:

In this course we will introduce participants to the development and testing of survey questions and survey questionnaires. The first part of this course is dedicated to the many choices and options available, how they are interrelated and how they can affect the quality of the measurement instruments and thus the quality of the survey data. As all decisions can interact with each other, it is difficult to decide what the best formulation for a question is, i.e. the formulation which will give the highest quality data. One tool available to help us in this decision is the Survey Quality Predictor (SQP) software. We will show how this tool works and how it can be used during the questionnaire design stage.

In the second part, the course focuses on aspects related to questionnaire design in multilingual and multicultural research, like for example translation, using examples from cross-cultural surveys, such as the European Social Survey.

In the third part, participants will be introduced to methods to evaluate questions pre- and post-data collection. We show the different experimental methods to estimate measurement quality, the additional paradata that can be collected to assess measurement quality after data collection, and the different approaches to test for measurement equivalence across groups or countries.

**Course prerequisites:** None.

**Software used:** We will introduce the software Survey Quality Predictor (SQP) and use packages from the R environment. We therefore recommend to assist the “[Introduction to R](#)” previous to this course.

### Main references:

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.ccsr.isr.umich.edu/>.

**Schedule:**

<b>Day 1</b>	
9h-10h45	From research questions to concepts Simple vs. complex concepts From concepts to requests for an answer
10h45-11h00	Break
11h00-13h	Choices and decisions: introduction, response scales, don't know, etc. Questionnaires for multilingual and multicultural research Exercise
<b>Day 2</b>	
9h-11h00	Questionnaires in the different modes of data collection From questions to questionnaire: Position and order of questions
11h00-11h15	Break
11h15-13h	Evaluation of measurement quality pre- and post-data collection
<b>Day 3</b>	
9h-10h45	How to do correction for measurement errors Exercise
10h45-11h00	Break
11h-13h	Cross-cultural and group comparability of survey measurements

**Short biography of the instructors:**

Wiebke Weber is deputy director of the Research and Expertise Centre for Survey Methodology (RECSM) at Universitat Pompeu Fabra, Head of the Core Scientific Team of the European Social Survey (ESS) ERIC at RECSM and Principal investigator of the Survey Quality Predictor (SQP) project. Her main research interests are questionnaire design and its impact on measurement quality as well as cross-cultural comparability of survey data. She advises on these issues and survey data analyses for a variety of different projects covering diverse topics, such as education, well-being, or tourism.

André Pirralha is a political scientist, survey methodologist and a quantitative researcher. He is the managing editor of the journal 'Survey Research Methods' and he leads the project on cross-cultural comparability of complex concepts at the RECSM. This project main aim is to evaluate survey data comparability across different groups/countries, using different estimation and testing methods to find out what causes non-equivalence and improve questionnaire design. Besides survey methodology research, his main research interests are political attitudes, attitudes towards climate change and racism/extremism with observational and experimental data.