

Two day course on

Design and evaluation of questionnaires for survey research

jointly organized by the

European Survey Research Association (ESRA)

and the **Research and Expertise Centre for Survey Methodology (RECSM),
Universitat Pompeu Fabra**

The course will be taught by **Prof. Willem E. Saris**, author of the book "Design, Evaluation, and Analysis of Questionnaires for Survey Research", and recent laureate of the World Association for Public Opinion Research's Helen Dinerman Award in recognition of his lifelong research on the survey process and his contributions to improvements in the field.

Date: December 10-11, 2009

Place: Universitat Pompeu Fabra (UPF), Barcelona

Short description of the course:

Some people may think that formulating survey questions is simple because we all can make questions. Others may think that it is an Art which one cannot learn. Our point of view is that there is now enough knowledge about the consequences of the choices which are made when questions are formulated that survey design can be a scientific task. Therefore an overview of these choices and the consequences of these choices will be given in this course. We will also introduce a program SQP which predicts the quality of questions on the basis of all the information we have collected about the effect of these choices on the quality of questions. Because errors will always remain in the questionnaires, we will also briefly discuss how one can cope with these errors in the analysis of survey data.

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Program

December 10	
10.00h	From concepts to questions: <ul style="list-style-type: none"> • Reflective or formative indicators • Choice of assertions for concepts • Choice of question form • Choice of response categories • Use of batteries and other social sciences specific choices • Choice of mode of data collection and order of questions
13.00h	Lunch
14.30h	Evaluation of single questions: <ul style="list-style-type: none"> • measurement models • designs for estimation of quality of questions: reliability and validity • meta analysis: special attention to agree/disagree questions • Quality prediction : SQP
December 11	
10.00h	Evaluation of Complex concepts: <ul style="list-style-type: none"> • Test of the measurement model • Evaluation of the consistency of the indicators • Computation of composite scores • Quality of composite scores
13.00h	Lunch
14.30h	Analysis of survey questions: <ul style="list-style-type: none"> • Simple approach to analysis taking into account • measurement error • Requirements for comparative research

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Participation:

The course is directed to all people involved and/or interested in design, evaluation or analysis of survey data. Maximally 50 people can participate. The first 50 people who register and pay will be accepted.

Registration procedure:

Please send an email to recsm@upf.edu, indicating your interest in taking the course and including your name, institution, address and email address. Registration will be considered complete when payment for the course has been received by RECSM, either by bank transfer or by credit card (paypal). As soon as this payment is received, we will send an email confirming registration has been fulfilled correctly.

Costs:

Participants of commercial organization: €400

Participants working at Universities and ESRA members: €200

Students: €50

It is possible to pay the registration for the course by credit card or by bank transfer (see <http://www.upf.edu/survey/> for instructions).

Deadline for registration: November 30, 2009.

Further information: If you have any questions about the course, its program or its registration procedure, you can contact us at recsm@upf.edu.