

Course: “Evaluation and improvement of survey questions using Survey Quality Prediction (SQP)”

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Date: July 2-3, 2012, from 09h30-13h00 and 14h00-17h30.

Location: Universitat Pompeu Fabra, Ciutadella Campus. Barcelona, Spain.

Short description of the course:

In this two-day course the problem of measurement errors in survey research will be discussed. It will be shown what the consequences of measurement errors are for the results of research. It will also be shown how large the differences are in results assuming perfect measurement and taking into account the fact that there are measurement errors.

These estimations require that we are able to estimate or predict the quality of survey questions. In this course two approaches will be discussed. The first is the estimation of the reliability and validity of questions using MTMM (multi-trait multi-method) experiments. The second is the prediction of the reliability and validity of questions using the software SQP 2.0 which has been developed on the basis of the evaluation of 4000 questions included in MTMM experiments.

Finally it will be explained how this information can be used for improvement of questions before they are used in the field and for the correction for measurement errors in the analysis of the relationships between variables.

Course outline:

Day 1

- 1.a. A simple introduction of Structural equation modeling.
- 1.b. Definition of the reliability, validity and quality of survey questions.
- 1.c. Estimation of reliability, validity and quality of questions using MTMM experiments.

1.d. Estimation of reliability, validity and quality of questions using the program SQP 2.0.

2.a. Differences in correlations and regression coefficients across methods and countries.

2.b. Very different results are obtained when correction for measurement errors is applied.

2.c. Similar results are obtained when estimates of the quality of the questions based on MTMM experiments are used.

2.d. Similar results are obtained when estimates of the quality of the questions based on predictions by SQP 2.0 are used.

Day 2

3.a. Design of questions using the three steps procedure.

3.b. Evaluation of the questions by SQP 2.0.

3.c. Improvement of the questions before they are used in the data collection.

4.a. Estimation of composite scores for complex concepts.

4.b. Evaluation of the quality of composite scores.

4.c. Using the quality estimates for correction for measurement errors in analysis.

Participation:

The course is directed to anyone involved and/or interested in questionnaire design and survey research in general, especially experts coming from survey research commercial firms, and students of political science, sociology, psychology and economics. A maximum of 40 people can participate. Participants will be admitted on a first-come first-serve basis: the first 40 people who sign up and pay the registration fee will be accepted.

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Registration procedure:

Please send an email to recsm@upf.edu, indicating your interest in registering for the course and including your name, institution, address, telephone and email address. As soon as this email is received, we will send you information on how to proceed with the payment. Registration will only be considered complete when payment for the course has been received by bank transfer.

Costs:

Participants from commercial organizations: € 400

Participants working at Universities: € 200

Students (PhD, Master): € 50

Deadline for registration: June 22, 2012.

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