# Questionnaire design

Week 3 (Regular course)

Duration: 12 hours/3 days

## Course description

In this course we will introduce participants to the development and testing of survey questions, the evaluation of their measurement quality, and correction for measurement errors.

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 make the right choice to obtain the best formulation for a question. The state of the art will therefore be presented, and the Survey Quality Predictor (SQP) software which helps to make those decisions will be introduced.

In the second part, we focus on questionnaire design in the different modes of data collection as well as the evaluation of measurement quality before data collection (including pretesting) and after data collection. We show the different experimental methods to estimate measurement quality and the additional paradata that can be collected to assess measurement quality after data collection.

## Prerequisites

None.

## 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.

## 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.ccsg.isr.umich.edu/.

## Schedule

Day 1

• From research questions to concepts

• Simple vs. complex concepts

• From concepts to requests for an answer

• Choices and decisions: introduction, response scales, don’t know, etc.

Day 2

• From questions to questionnaire: Position and order of questions

• Questionnaires in the different modes of data collection

• Evaluation of measurement quality before data collection

Day 3

• Evaluation of measurement quality after data collection

• Correction for measurement errors

**Short biography**

Diana Zavala-Rojas is a social scientist interested in all aspects of the human data lifecycle. She is a specialist in multinational, multiregional and multilingual comparative surveys holding a doctorate in comparative survey methodology. She is an expert in the FAIR (Findable, Accessible, Interoperable and Reproducible) framework for the design and creation of research outputs.

She is a member of the Core Scientific Team (CST) of the European Social Survey (ESS) collaborating on questionnaire design, translation, measurement quality, cross-national measurement equivalence and documentation of the survey lifecycle. She has participated in the design and evaluation of ESS questionnaires since Round 6. She is also a member of the ESS Translation Expert Panel.

Currently, she is leading the myESS software project, a collaborative environment to document data collection lifecycles.

She is also leading a research project to improve the translation practices in multilingual survey projects in the Social Sciences and Humanities Open Cloud, exploring the use of machine translation and the creation of corpora.

She was a researcher in the Synergies for Europe’s Research Infrastructures in the Social Sciences (SERISS) project, studying the feasibility of applying computational linguistic methods to survey translation.

As a survey advisor, she has large experience in the design of survey projects for electoral campaigns. She was an advisor in the 2018 presidential campaign in Mexico. In her previous experience, she coordinated the electoral surveys of a national newspaper for the 2006's Mexican presidential election. She collaborated as a public opinion consultant at the Mexican Senate and the Mexican Congress. Diana has been a consultant for the World Health Organization (WHO) advising on projects in Turkey and Spain.