Day 1
• Ethical Considerations: Overview of ethics related to working with human subjects and designing questions and surveys.
• Modes of Survey Administration: Overview of major survey modes, including face-to-face, telephone and self-administered (e.g., mail and internet) surveys.

Day 2
• Question Construction: Discussion of the strategies and methods for design questions that meet the criteria for good measurement. Review of different question types of possible answer categories
• Multi-Item Measurement: Overview of different types of multi-dimensional measurement techniques and how they are employed in surveys.

Day 3
• Questionnaire Construction: Discussion of the logic of questionnaire design; this portion of the class will introduce examples of designs and how they are employed in different settings.

Day 4
• Sampling: An overview of the different processes for selecting respondents for different types of surveys. This portion will include a discussion of the strengths and weaknesses of different sample designs.
• Pretests and Cognitive Interviews: Provides an introduction to the questionnaire testing methods researchers employ before finalizing a survey and putting it into the field for data collection.