Instructor Name: Marc A. Musick

Course Name: Questionnaire Design and Survey Analysis

Course Description:

The goal of this course is to introduce participants to the construction and analysis of social surveys. In the first part of the course, participants will be taught the tools needed to create effective and reliable questions, craft questionnaires that could be used in multiple settings (e.g., telephone, written, web-based), test questionnaires to ensure their effectiveness, design implementation strategies that will increase the likelihood of good response rates. By the end of the course participants will know the basics of designing and fielding a survey that could be used for research or other purposes.

Course Outline:

Day 1: Ethical Considerations and Modes of Survey Administration

Day 2: Question Construction and Multi-item Measurement

Day 3: Questionnaire Construction

Day 4: Pretests, Cognitive Interviews, and Sampling