

Introduction to Survey Design

Day 1: May 7 th , 2012	
8:15 am	Registration
8:45 am	Greetings from Dr. Darwish Al Emadi, Director of SESRI
8:50 am – 11:10 am	<p>Lecture 1 Overview</p> <p>Instructors: <i>Dr. Nancy Burns (Director, Center for Political Studies University of Michigan), Ashley Jardina (University of Michigan)</i></p> <p>Computer exercise: <i>Taking a computer survey</i></p> <ul style="list-style-type: none"> ❖ An overview of the Process of Instrument Development, from idea to pilot to production. Goals of the process: reliable and valid measures. Measures designed with analysis in mind. ❖ Hypothesis testing, causal relationships, asking questions ❖ Advertisement for the data ❖ Brief review of SPSS <ol style="list-style-type: none"> a. Opening the program, b. Pulling up data, c. Basic data manipulation d. Multi-lingual surveys e. Taking a survey
11:10 am – 11:40 pm	Coffee Break/ Prayer Break
11:40 pm – 2:10 pm	<p>Lecture 2 Designing Measures</p> <p>Instructor: <i>Dr. Vince Hutchings (University of Michigan)</i></p> <ul style="list-style-type: none"> ❖ Language used to ask questions / how to phrase questions ❖ Pre-testing (cognitive interviews, stop and think, anchoring vignettes) ❖ Using multiple indicators ❖ Question banks for source of questions ❖ Problems with Likert scales
2:10 – 3:00 pm	Light lunch and free discussion with trainers

Day 2: May 8th, 2012

8:30 am – 11:00 am	<p>Lecture 3 Questionnaire Design</p> <p>Instructors: <i>Dr. Vince Hutchings (University of Michigan) and Dr. Abdoulaye Diop (SESRI)</i></p> <ul style="list-style-type: none"> ❖ Process ❖ Modes of Data Collection <ul style="list-style-type: none"> a. Telephone b. Face to face c. Internet ❖ Question Structure (open and close-ended) ❖ Question Wording ❖ Question Placement ❖ Question Order Effects ❖ Question Sequencing ❖ Focus groups
11:00 am – 11:40 am	<p>Coffee Break/ Prayer Break</p>
11:40 am – 2:10 pm	<p>Lecture 4 Close-ended Response</p> <p>Instructors: <i>Dr. Nick Valentino (University of Michigan)</i></p> <ul style="list-style-type: none"> ❖ Kinds of Responses ❖ Response Alternatives <ul style="list-style-type: none"> a. Having a middle category b. Having a don't know option c. Ordering response options d. How to choose the number of response categories e. How to deal with problems with Likert scales ❖ Response set bias
2:10 pm – 3:00 pm	<p>Light Lunch and free discussion with trainers</p>

Day 3: May 9th, 2012

8:30 am – 11:00 am	<p>Lecture 5 Assessing Reliability</p> <p>Instructor: <i>Dr. Nancy Burns (Director, Center for Political Studies University of Michigan)</i></p>
11:00 am – 11:40 am	<p>Coffee Break/ Prayer Break</p>

11:40 am – 2:10 pm	<p>Lecture 6 Assessing Validity Instructors: <i>Dr. Nick Valentino</i></p> <ul style="list-style-type: none"> ❖ Potential Discussion of external criterion validity
2:10 pm – 3: 00 pm	<p>Light Lunch and free discussion with trainers</p>
<p>Day 4: May 10th, 2012</p>	
8:30 am – 11: 00am	<p>Lecture 7 Open-ended Responses</p> <p>Instructors: <i>Dr. Mike Traugott (University of Michigan) and Fatimah Ali A Al-Khaldi (SESRI)</i></p> <ul style="list-style-type: none"> ❖ How to phrase questions ❖ Developing categories ❖ Coding responses ❖ Calculating coding reliability ❖ Hiring and training of coders ❖ Focus groups
11:00 am – 11:40 am	<p>Coffee Break/ Prayer Break</p>
11: 40 am – 2:10 pm	<p>Lecture 8 Employing Experiments</p> <p>Instructors: <i>Dr. Mike Traugott (University of Michigan) and Kien Le (SESRI)</i></p> <ul style="list-style-type: none"> ❖ Methodological Experiments – distinguish between observed differences and randomly assigned experiments ❖ Interviewer Effects ❖ Substantive Experiments
2:10 pm – 3: 00pm	<p>Light Lunch and free discussion with trainers</p>