

NatCen LEARNING

Social Research that works for society

Day 1 - Wednesday 4th March 2015

- 9.15am Arrival and registration
- 9.30am **Introductions:**
An informal session with course participants to discuss:
- extent of experience of social surveys and questionnaire design
 - expectations of the day, particular needs of participants
 - learning objectives and ground rules
- 9:45am **Questionnaires and measurement error**
An opening session examining the assumptions we make when designing surveys and questionnaires. In particular this session will look at issues of measurement and what can go wrong as well as components of good measures.
- 10.15am **Administration 1: Choosing a mode**
This session will focus on choosing the mode of data collection and how this relates to sample design and available sample frames.
- 11am **Practical 1:**
Deciding on the mode(s) of data collection
- 11.30am Tea/Coffee
- 11.45am **Administration 2: Writing questionnaires for different modes**
This session will look at factors to consider when writing questionnaires for face-to-face, telephone, paper and web modes. We will discuss visual design principles and options for 'gamification' of web surveys. You will be shown examples and asked to comment on them.
- 1.00pm Lunch
- 1.45pm **Practical 2:** The session will involve participants reviewing the visual design of self-completion questionnaires and talking about how questions could be adapted for different modes
- 2.15pm **Deciding on questionnaire content**
This session will identify the steps involved in designing a questionnaire, considering issues such what topics should be covered, the order in which they should be covered, of whom they should be asked and how to develop a questionnaire plan. We will discuss the process of moving from 'concept' to

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'indicator' to 'question.'

- 3.00pm **Practical 3:** Planning questionnaire content
- 3.45pm Tea/Coffee
- 4.00pm **Measuring events, behaviour and attitudes**
This session will look at the factors to be considered when we attempt to collect different types of information behaviour and attitudes. In particular it will look at the factors that can affect data quality and the question design devises we can use to try to minimise these.
- 4.50pm **Discussion and feedback on first day**
An opportunity to reflect on the day's learning and to ask any unanswered questions.
- 5pm **Close**

Day 2 – Thursday 5th March 2015

- 9.15am Arrival and coffee
- 9:30am **Recap of yesterday**
- 9.35pm **General principles of question design**
This session is designed to give you a practical checklist around the things to avoid and the things to ensure when you are designing survey questions. The session covers some general principles of questionnaire design as well as 10 specific principles.
10. 30am **Types of question and answer scale**
In this session we talk about the decisions you will need to make when you are designing the answer scales. For example, we will discuss whether answers be open or closed, for example, and if closed will you be collecting numbers, banded responses or response options in the form of words.
- 11.15am Tea/Coffee

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- 11.30am **Practical 4:**
The session will involve participants writing their own survey questions.
- 12pm **Reviewing survey questions**
This session will provide participants with a tool kit for reviewing survey questions and improving them. It will provide a summary of a variety of question evaluation techniques that are useful to researchers when developing survey questions.
- 12.45pm Lunch
- 1.30am **Practical 5:**
Reviewing survey questions using a selection of question evaluation methods.
- 3.00pm Tea/Coffee
- 3.15pm **Your Questions and Questionnaire Design Challenges**
This session will look at question and questionnaire design challenges participants are facing in their own research. Please bring along examples of your current challenges along to share with the group.
- 4.45pm **Discussion and feedback**
An opportunity to reflect on the day's learning, assess learning objectives and to ask any unanswered questions.
Feedback on the course.
- 5pm **Close**