

ASKING SURVEY QUESTIONS

Block course at Kyiv University

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September 25-29th 2017, 9 am-12:30pm

Monday	<p>BASICS OF SURVEY RESEARCH</p> <ul style="list-style-type: none">• doing research with survey data: the research process• modes of data collection and sampling procedures• Survey designs from an error perspective: representation errors vs. measurement errors
Tuesday	<p>RESPONDENT BEHAVIOUR AND SOCIAL DESIRABILITY BIAS</p> <ul style="list-style-type: none">• lessons learnt from cognitive psychology: heuristics, satisficing• respondent behaviour from a rational choice perspective: sensitive questions and social desirability bias
Wednesday	<p>ASKING QUESTIONS</p> <ul style="list-style-type: none">• recommendations for designing questionnaires• discussion of concrete examples• designing own question module
Thursday	<p>QUESTION FORMATS TO REDUCE SOCIAL DESIRABILITY BIAS</p> <ul style="list-style-type: none">• Randomized Response Techniques• Crosswise Model• Factorial Surveys
Friday	<p>PROGRAMMING QUESTIONS IN LIME SURVEY</p> <ul style="list-style-type: none">• introduction to Lime Survey• programming own questions

Recommended preparatory reading

Groves, Robert M., Floyd J. Fowler, Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau (2009): Survey Methodology. Hoboken, NJ: Wiley.
Chapter 2: Inference And Error in Surveys.

Tourangeau, Roger and Ting Yan (2007): Sensitive Questions in Surveys. Psychological Bulletin 133(5): 859–83.