Survey Design and Questionnaire Development

Instructor: Carol Pierannunzi/Sonya Gamble

Date and Time: Tuesday, June 23, 2015, 8:00 am to 12:15 pm

Course Description: This course will illustrate the basics of how to construct a survey, collect data, and organize a questionnaire. The advantages and disadvantages of modes of data collection (telephone/mail/online/in person/mixed mode) will be discussed. Questionnaire construction and type will also be covered. Scales, constructs, question order and bias will be illustrated as well as common errors in question design. Some examples will be taken from the BRFSS. Attendees will be shown how to be aware of problems using data collected from surveys as well as avoiding measurement error in their own survey designs.

Prerequisites:

Intended Audience: