UCONN | COLLEGE OF LIBERAL ARTS AND SCIENCES

COMMITTEE ON CURRICULA AND COURSES

Proposal to Add a New Graduate Course

Last revised: September 24, 2013

1. Date: April 8, 2014
2. Department requesting this course: Public Policy
3. Semester and year in which course will be first offered: Summer 2014

Final Catalog Listing

Assemble this after you have completed the components below. This listing should not contain any information that is not listed below!

PP 5383: Advanced Questionnaire Design
3 credits. Seminar.

An overview over the art and science of designing survey questionnaires. Special attention will be paid to the psychological and social processes that may influence the survey response in unanticipated ways.

Items Included in Catalog Listing

Obligatory Items

1. Abbreviation for Department, Program or Subject Area: PP
2. Course Number: 5383
3. Course Title: Advanced Questionnaire Design
4. Number of Credits (use digits, "3" not "three"): 3
5. Course Description (second paragraph of catalog entry): An overview over the art and science of designing survey questionnaires. Special attention will be paid to the psychological and social processes that may influence the survey response in unanticipated ways.

6. Course Type, if appropriate:
   __Lecture __ Laboratory _X_ Seminar __ Practicum

Optional Items

7. Prerequisites: PP 5379 Principles and Methods in Survey Research
8. Recommended Preparation: None
9. Consent of Instructor: Not Required
10. Exclusions: None.
11. Repetition for credit: None.
12. S/U grading: A-F Graded

Justification

1. Reasons for adding this course: This is a new course developed for the Graduate Program in Survey Research which began offering courses in 2011.

2. Academic merit: Developing reliable and valid survey measures requires some understanding of the psychological and social processes that can influence the survey response process. This course enables students to assess and minimize the risk of eliciting response effects that might lead to biased results. This course provides students with tools to evaluate questionnaire design choices and adapt existing wording options for their own research.

3. Overlapping courses: None
4. Number of students expected: about 20
5. Number and size of sections: 1 section
6. Effects on other departments: none
7. Staffing: Staffing for the course will be provided by the Department of Public Policy. No new staff is necessary to offer this course.
8. Dates approved by
   Department Curriculum Committee:
   Department Faculty:
9. Name, Phone Number, and e-mail address of principal contact person:

Ken Dautrich
860-570-9090
K.Dautrich@uconn.edu

Syllabus

A syllabus for the new course must be attached to your submission email.

Additional Approval

New graduate courses must also be approved by the Graduate Faculty Council.

PP5397-H01 Special Topics in Public Policy: Advanced Questionnaire Design

Instructor:	Prof. Thomas Craemer
E-mail:	thomas.craemer@uconn.edu
Office Hours:	Tue. 2-4pm (online/phone)

The goal of this course is to give students an overview over the art and science of designing survey questionnaires. Special attention will be paid to the psychological and social processes that may influence the survey response in unanticipated ways. This will enable the student to assess and minimize the risk of eliciting response effects that might lead to biased results. Drawing on theory from psychology, sociology and linguistics, topics covered include: question wording and order effects, response options, the interview setting, and the interpretation of survey responses. We will also discuss issues of questionnaire translation, inter-cultural response comparison, and scale construction.

During the course, students will develop questionnaires on a topics of their choice. By researching and viewing existing questionnaires and by studying the extant research literature students will learn to evaluate questionnaire design choices and to adapt existing wording options for their own purposes. Students will also pretest their instrument and, where applicable, develop translations.

Final Grade:

15% Critiques of Existing Questionnaires
15% Interviewer Administered Questionnaire (In-Person, or Telephone)
15% Self-Administered Questionnaire (Mail or Online).
30% Exam
25% Participation (Discussion Boards, Activities, and Quizzes)

Readings:

Bradburn, Sudman, and Wansink (2004): Asking Questions. The Definitive Guide to Questionnaire Design (Revised Edition). San Francisco, CA: Jossey-Bass Publishers.

Howard Schuman and Stanley Presser (1996): Questions and Answers in Attitude Surveys. Thousand Oaks, CA: SAGE Publications.

In addition we will read a number of original research articles that I will make available in the course of the class.

Observance of Religious Holidays: After reviewing the syllabus carefully, please contact the instructor if you foresee a conflict between the due date for a major assignment and your religious observations.

Reasonable Accommodation: The University of Connecticut is committed to protecting the rights of individuals with disabilities. Qualified individuals who require reasonable accommodation are invited to make their needs and preferences known as soon as possible. Please contact either a course instructor or the Center for Students with Disabilities if you feel you may be qualified. If you need further assistance please contact a staff member at the: Center for Students with Disabilities; 233 Glenbrook Road, Unit 4174; Wilbur Cross Building, Room 201; Storrs, CT 06269-4174; Ph. #s: (860) 486-2020 (Voice); (860) 486-2077 (TDD); (860) 486-4412 (FAX).

Academic Misconduct Statement: Academic Misconduct in any form is in violation of the University of Connecticut's Responsibilities of Community Life: The Student Code and will not be tolerated. This includes, but is not limited to: copying or sharing answers on tests or assignments, plagiarism, and having someone else do your academic work. Depending on the act, a student could receive an F grade on the test or assignment, F grade for the course, and could be suspended or expelled from the University. Please see the Student Code at http://www.dosa.uconn.edu/ for more details and a full explanation of the Academic Misconduct policies.

Session Start Date	(Session #)	COURSE SCHEDULE:	Readings (chapter #s)
Tue. 01/17	(0)	Orientation Session	Course Syllabus
		Part I: Introduction and Transitions	
Mon. 01/23	(1)	IRB rules, Intros, and Reading Levels	
Mon. 01/30	(2)	Screening	
Mon. 02/06	(3)	Natural Flow and Blocking	
		Part II: Asking Questions	
Mon. 02/13	(4)	Factual Questions	
Mon. 02/20	(5)	Attitude Questions	
Mon. 02/27	(6)	Scale Construction	
Mon. 03/05	(7)	Designing Survey Experiments	
Mon. 03/12		Spring Recess (no class)	
		Part III: Pretesting and Translation	
Mon. 03/19	(8)	Interpreting Survey Experiments	
Mon. 03/26	(9)	Pretesting Questionnaires	
Mon. 04/02	(10)	Translation and Backtranslation	
Mon. 04/09	(11)	Intercultural Comparability	
Mon. 04/16	(12)	Review Session	
Mon. 04/23	(13)	Exam	