

Questionnaire Design III

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1 Small Groups

2 Context

3 Activity

4 Preview of Next Time

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Small Group Discussions

- Discuss:
 - Budget for your project
 - Mode for your project

- Report back any issues you encountered and common themes in your conversations

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Questionnaire Order

- Breakoff
- Respondent engagement and satisficing
- Sensitive questions
- Context effects

Interview Duration

- How long does your survey take?
- How is that affected by mode?

Think–Pair–Share

- How long can a survey reasonable take to complete?
- What factors influence the appropriate length of a survey?

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Questionnaire Design Battle Royale

- Form teams
- Develop and write a questionnaire
- Present questionnaire to class for discussion
- Time starts now

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Agenda for next class

- Survey Evaluation and Pretesting
- How do we know our survey *works*?
- How do we validate questionnaires?

Assignment for next week

- Full draft of your questionnaire
- Discuss your questionnaires in small groups
- We can meet one-on-one over coming weeks to discuss

