

PSY494_P15 Questionnaire Design

Block course: Monday 23/11 – Thursday 26/11, room PC26

Contact persons:

Lecturer: Dr. Anke Goerzig, London School of Economics and Political Science

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Course is limited to max. 19 students!

Course is offered to Master students, Bachelor students have to have lecturer's permission to take the course (ask for exception via IS).

Course objectives

The purpose of this workshop is to acquire some basic knowledge and practical skills in the design of questionnaire scales assessing an underlying psychological construct (e.g., attitudes or personality factors).

This practical workshop will cover scale construction and the evaluation of psychometric properties, an overview of the properties of different scales, effects of questionnaire administration, question wording and question order effects.

During the workshop students will work in small groups to construct their own questionnaire scale, collect and enter data into SPSS, analyze and evaluate their measurement scale.

At the end of the workshop students should be able to critically evaluate questionnaire scales reported in the literature. Students should also be able to construct their own questionnaires adhering to common quality criteria.

Course format

The workshop will be conducted during four days. Day 1 and day 4 consist of teaching sessions including exercises. During day 2 and day 3 students will be collecting data using their own questionnaires and enter the data into SPSS. The lecturer will be present for consultation on data collection and entry during those days.

Participation at lectures (day 1 and 4) is mandatory. Students can input data into SPSS at home if they wish to do so.

Course schedule

Day 1: Introduction and questionnaire design

- Part I: Introduction to questionnaire design and development
- Part II: Questionnaire development

Day 2-3: Consultation, data collection and data entry

- Finalizing of questionnaire
- Data collection
- Data entry (using SPSS)

Day 4: Scale properties and evaluation

- Part I: Quality criteria of scales
- Part II: Evaluation of questionnaires (using SPSS)

	1	2	3		4	5	6
	8.00 - 9.30	9.45 - 11.15	11.30 - 12.30	Lunch break	13.30 - 14.30	15.15 - 16.45	17.00 - 18.30
Monday 23/11			Part I.		Part II		
Tuesday 24/11							Data
Wednesday 25/11							Data
Thursday 26/11			Part I.			Part II.	

Dr. Anke Görzig, FHEA

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