

Special Topic in Epidemiology

EPBI 592: SP TPC:PRINC OF SURVEY DESIGN
Principles of Survey Design

Instructor: Elaine A. Borawski, Ph.D.

Offered: Tuesday and Thursdays, 3:45-5:00 pm, for five weeks. February 17-March 26 (includes spring break week).

Prerequisite: No previous coursework required, although basic knowledge of research methods and study design is recommended. NOTE: Class size is limited - in order to accommodate EPBI students, non-EPBI students must get permission from instructors to enroll.

Required Texts: TBA

Description of course-series: This 5-week special topics course is part of a year-long series on population-based data collection methods. The series consists of six, one-credit hour courses offered consecutively, three offered each semester beginning in January of each year. A student taking all six courses will learn the steps of carrying out a survey-based study from the early stages of idea development through planning and carrying out data collection (including submission of an IRB application), managing and analyzing data and summarization of results (see below for list of all six courses). However, each course is designed to be independent, so each course may be taken independently.

Description of this course: In this second course of the series, we will focus on the basic fundamentals of developing a survey/questionnaire to be used in collecting the data for the study determined by the students in the first course of the series. The objective of the course is to provide students with a basic understanding of how to develop a survey, including where to look for standardized measures, principles of item writing, revising poorly written questions, being familiar with the many different options available for survey administration (phone, mail, interview, computerized, online).

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| Week 1 | Types and pros and cons of different surveys/interviewing methods (semi-structured interviews, telephone, mail, computer direct interviews, email surveys, web-based surveys). |
| Week 2 | Utilizing Existing Survey/Question Databases; Questionnaire Design (types of questions, ordering of questions and responses, writing response categories, question layout, transitional statements); Question bias |
| Week 3 | Writing demographic, attitudinal, and behavior-based survey questions; writing sensitive questions; writing response categories and understanding response/unit of measurement link |
| Week 4 | Development of the class survey (based on course #1 study). |
| Week 5 | Computerized data collection platforms (web, laptop, pda, tablet, cell phone, fax-back); Survey companies (ORC, Gallup, Pegasus, RTI); online survey resources (SNAP, surveymonkey) |

Course requirements: Regular class attendance and participation; group participation in development of class project survey; writing up measurement sections of the IRB application; homework assignments

Competencies Covered:

- Utilizing Existing Survey/Question Databases
- Writing survey questions
- Writing sensitive questions
- Writing response categories and understanding response/unit of measurement link
- Data collection modes (in-person, mail, phone, computer, paper/pencil/ face—to-face interview, audio-enhancement)
- Computerized data collection platforms (web, laptop, pda, tablet, cell phone, fax-back)
- Survey companies (ORC, Gallup, Pegasus, RTI)
- Online survey resources (SNAP, surveymonkey)
- Question bias