PREDICTION OF THE QUALITY OF SURVEY QUESTIONS:
Improvement of questions and correction for measurement errors
10.-13. September Tartu

SOSS.02.126
Professor Dr. Willem E. Saris
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10.09.2012 Monday Tartu, Lossi 36

11:15-12:45 Course introduction (room 206)
- Different approaches to estimate the quality of survey questions
- A simple introduction of Structural equation modelling

13:00-14:00 Lunch

14:15-16:15 (room 214)
- Definition of the reliability, validity and quality of survey questions
- Estimation of reliability, validity and quality of questions using MTMM experiments
- Estimation of reliability, validity and quality of questions using the program SQP 2.0

16:00-16:15 Coffee break

16.15-16.45 (room 214)
Introduction to practical exercises (please bring laptop with you)
Use of SQP 2.0 to see the different forms of the same question and of the same questions across countries

17:00-18:30 Visit to the city council. Meeting with town deputy mayor Dr Jüri Kõre and head of town planning department Imbi Lang.
Theme: Use of survey data in everyday work of town municipality.
Raekoja plats 12, II floor

19:30 Informal seminar – discussion of the day’s lectures

11.09.2012 Tuesday, Tartu, Lossi 36

10:15-12:30 (room 206)
Differences in correlations and regression coefficients across methods and countries
- Very different results are obtained when correction for measurement errors is applied. Similar results are obtained when estimates of the quality of the questions based on MTMM experiments are used
- Similar results are obtained when estimates of the quality of the questions based on predictions by SQP 2.0 are used
12:30-14:00 Lunch

14:00-15:45 (room 206) Practical exercises
Use of SQP 2.0 to evaluate the effect of measurement error on the correlations between variables

15:45-16:00 Coffee break

16:00-17:00 (room 206)
Guest speaker – Anu Realo
Data comparability of international studies

Excursion of a house (Lossi 36) – Glorious past and promising future

18:00 Informal seminar – discussion of the day’s lectures

**12.09.2012 Wednesday, Tartu, Lossi 36**

10:15-12:30 (room 204)
- Design of questions using the three steps procedure
- Introduction of other characteristics of survey questions

12:30-14:00 Lunch

14:00-15:45 (room 304)
Practical exercises. Using SQP 2.0 to evaluate the quality of this question

15:45-16:00 (in front of room 214) Coffee break

16:00-18:00 (room 214)
Panel discussion about the quality of Estonian surveys.
Panel participants: Dr Kaja Sõstra, Dr Ene-Margit Tiit, Dr Kristjan Vassil, Dr Marge Unt and Vivika Halapuu.
Panel leader Mare Ainsaar (ESS Estonia)

18:00 Informal seminar – discussion of the day’s lectures

**13.09.2012 Thursday, Tartu, Lossi 36**

10:15-12:00 (room 304)
- Estimation of composite scores for complex concepts
- Evaluation of the quality of composite scores
- Using the quality estimates for correction for measurement errors in analysis

12:00 Course closing. Coffee at Institute of Sociology and Social Policy
Course load:
Course involves 4 hours of lectures each day plus small individual assignments, which will help to implement new methods into practice.

Course prerequisites:
Participants should have some basic knowledge in statistical data analysis.

Recommended literature:


http://smr.sagepub.com/content/25/3/318.full.pdf+html

About the instructors
Prof. Saris studied Sociology at the University of Utrecht and received his PhD in Social Sciences from the University of Amsterdam in 1979. He became Full Professor in Political Sciences in 1983, specializing in the methodology of the social sciences. He has taught at the University of Amsterdam (1983-2006), the ESADE School of Business (2005-2009), and Universitat Pompeu Fabra (since 2009). His main specializations are structural equation modelling and the methodology of survey research, fields in which he has published extensively. As a member of the central coordinating team of the European Social Survey he became laureate of the Descartes Research Prize in 2005 for the best scientific collaborative research. In 2009 he received the Helen Dinerman award from the World Association of Public Opinion Research (WAPOR), in recognition to his lifelong contributions to the methodology of public opinion research. In 2011 he received the degree of Doctor Honoris Causa from the University of Debrecen in Hungary. He is the president and founder of the European Survey Research Association (ESRA). At the moment he is Director of the Research and Expertise Centre for Survey Methodology (RECSM) at the Universitat Pompeu Fabra.

Irmtraud N. Gallhofer has been Senior Researcher of projects for the European Social Survey (ESS) at RECSM in Barcelona, Spain. She is also a recipient of the 2005 Descartes Prize for Best Collaborative Research. She has extensive teaching and research experience in text analysis and has been an invited lecturer at numerous universities.

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