

Methods on Testing and Evaluating Surveys and Questionnaires

Are you interested in enhancing your skills in conducting a survey questionnaire?

Want to know the development of the field of study method on testing and evaluating survey questionnaires?

Introduction

This workshop is an advanced level training of research method. Method for testing and evaluating survey questionnaires have changed dramatically. New methods have been developed, applied, and refined, and old methods have been adapted from other uses. Some of these changes were due to applying theory and methodology from cognitive science and others to an increasing appreciation of the benefits offered by more rigorous testing. Research has begun to evaluate the various testing and evaluation methods' strengths and weaknesses to examine the results' reliability and validity.

Program Objectives

This program aims to:

- Provide exposure to participants on the development of testing and evaluating survey questionnaires
- Understand the unique issues regardless of survey questionnaires

Learning Outcomes

After completing this program, the participants should be able to:

- Apply the more comprehensive techniques in analysing survey questionnaires
- Addressing challenges when dealing with survey questionnaires includes the experiments, statistic modeling, mode of administration, special populations, and multimethod application.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Undergraduate and postgraduate candidates, researchers, and anyone who needs to analyse survey questionnaires

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Evolution of Survey Questionnaires Analysis</p> <p>In this module, the participants would learn the theory and concept of survey questionnaire analysis. The participants would understand the development of the survey questionnaire technique.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Cognitive Interview</p> <p>In this module, the participants would learn the techniques applied, the dynamics, data quality in the cognitive interview. Besides, the participants would know the impact of different methods used in the cognitive interview.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Supplements to Conventional Pre-tests</p> <p>In this module, participants would learn to evaluate survey questions by analysing patterns of behavioural codes and questions, response latency, and linguistic expression as an indicator of response errors.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Experiments</p> <p>This module covers the concept of a field experiment to improve instrument design and experimental design consideration for testing and evaluating questionnaires.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Statistic Modelling</p> <p>This module discusses modeling measurement errors, item response theory modeling for questionnaire evaluation and development, and improvement of questions using predictions of reliability and validity.</p>
10:30am –	Tea Break and Networking

11:00am	
11:00am – 1:00pm	<p>Mode of Administration</p> <p>The participants would revisit the paper self-administrative questionnaire, computer-assisted questionnaire, and development and testing of web questionnaires.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Special Populations</p> <p>This module discusses the sampling issues such as pretesting questions for children and adolescents, cross-national survey instruments, and survey questionnaire translation and assessment.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Multimethod Applications</p> <p>This module discusses survey questionnaires such as custody of children and the experiment studies based on multiple methods.</p>