

## Chapter 10

### Testing Survey Questions

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#### SUGGESTIONS FOR FURTHER READING

##### Overall

Fowler, F.J. Jr., (1995). Improving survey questions: Design and evaluation. *Applied social research methods series, Volume 38*. Thousand Oaks, CA: SAGE Publications.

Presser, S., Rothgeb, J, Couper, M., Lessler, J., Martin, E., Martin, J. & Singer, E. (Eds.) (2004). *Methods for testing and evaluating survey questionnaires*. New York, Wiley.

Scheuren, F. (2004). What is a survey? Alexandria, VA: American Statistical Association. (Available off the internet <http://www.amstat.org/sections/srms/>)

Willis, G.B. (2005) *Cognitive interviewing: A tool for improving questionnaire design*. Thousand Oaks, CA: Sage.

##### Traditional field test

Converse, J., & Presser, S. (1986). The tools at hand. Chapter 3 in *Survey questions: Handcrafting the standardized questionnaire*, Sage Series No 63. Thousand Oaks, CA: Sage Publications, Inc.

##### Respondent debriefing

Campanelli, P.C., Martin, E.A. & Rothgeb, J.M. (1991). The use of respondent and interviewer debriefing studies as a way to study response error in survey data. *The Statistician*, 40, 253-264.

Oksenberg, L., Cannell, C. & Kalton, G. (1991). New strategies for pretesting survey questions. *Journal of Official Statistics*, 7, 349-365.

### **Behavior coding**

Fowler, F. Jr., and Cannell, C.F. (1996). Using behavioral coding to identify cognitive problems with survey questions. In N. Schwarz and S. Sudman (Eds), *Answering questions: Methodology for determining cognitive and communicative processes in survey research*. San Francisco: Jossey-Bass.

### **Cognitive interviewing**

DeMaio, T.J. and Rothgeb, J.M. (1996). Cognitive interviewing techniques in the lab and in the field. Chapter 8 in N. Schwarz and S. Sudman (Eds), *Answering questions: Methodology for determining cognitive and communicative processes in survey research*. San Francisco: Jossey-Bass.

National Center for Health Statistics. (1989). *Questionnaire design in the cognitive research laboratory, series 6: Cognition and survey measurement*, No. 1, DHHS Publication No. (PHS) 89-1076, Hyattsville, MD: US Department of Health and Human Services. Available from the NCHS, 6525 Belcrest Rd, Hyattsville, Maryland 20782 U.S.A.

### **Focus groups**

Morgan, D.L. (1988). *Focus groups as qualitative research*. Thousand Oaks, CA: Sage.

Stewart, D.W. & Shamdasani, P.N. (1990). *Focus groups: Theory and practice*. Thousand Oaks, CA. Sage.

### **Comparisons of methods**

Presser, S., & Blair, J. (1994). Survey pretesting: Do different methods produce different results? *Sociological Methodology*, 73-104.