



## DEPARTMENT OF PSYCHOLOGY

# Survey methodology: Construction of questions, data collection and evaluation of the survey, 7.5 higher education credits

Enkätmetodik: Frågekonstruktion, datainsamling och utvärdering av enkät, 7.5 högskolepoäng

**Third Cycle/Forskarnivå**

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### Confirmation

This course syllabus was confirmed by the Department of Psychology on 2012-11.17 and was revised on 2017-02-27. The revised course syllabus is valid from and including spring 2017

### Entry requirements

The student must be admitted to the PhD Programme in Psychology, or another subject requiring equivalent knowledge.

### Learning outcomes

After completing the course, the PhD student will be able to:

#### *Knowledge and understanding*

- show familiarity with the advantages and disadvantages of survey methodology
- demonstrate good knowledge of potential sources of error and risks in constructing survey questions
- outline appropriate methods for evaluating answers to survey studies

#### *Skills and abilities*

- demonstrate the ability to independently construct questions for index variables, and complete instrument evaluation with respect to reliability and validity
- demonstrate insight about advantages and disadvantages of different sampling methods
- with the help of basic statistics, independently present survey results with respect to item and instrument validation

#### *Judgement and approach*

- show the ability to make independent judgments about sampling and different degrees of drop out
- show awareness of the assumptions and considerations regarding presentation and interpretation of answers in survey studies
- critically compare different aspects of survey studies

## **Content**

The course covers both theory and practical application in the field of survey methodology, with focus on structuring question alternatives. The course also covers important elements of the process, from question construction to evaluation of scales, and initial data analysis. Examples of such elements include sampling; dropout analysis; construction of questions and index variables relating to the measurement of attitudes and other psychological concepts. Item analysis, validity and reliability of these measures are also highlighted. Evaluation and results of an independently constructed web survey and collected data are presented with the help of basic statistics.

## **Form of teaching**

Teaching will take place in the form of lectures, seminars and supervision.

*Language of instruction:*

Swedish

## **Grading**

The grading scale comprises: Pass (G) and Fail (U)

## **Form of assessment**

A written examination task and an oral presentation

## **Course evaluation**

The course coordinator is responsible for ensuring that students have the opportunity to complete a course evaluation at the end of the course. The course evaluation is processed in FUB.

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The course literature is available in the form of an attachment