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Subj: Some Resources for Research on Surveys and Survey Questions

Many resources for articles on writing better survey questions are available on the web. Here are a few items to get you started.

- We suggest that you download these three articles (the publishers ask that you use the link). They give you an overview and references to many of the studies covered in the short course about writing questions:
 1. Schaeffer, Nora Cate and Jennifer Dykema. 2011. "Questions for Surveys: Current Trends and Future Directions." *Public Opinion Quarterly* 75:909-961 can be obtained here:
<https://doi.org/10.1093/poq/nfr048>
or
<https://academic.oup.com/poq/article/75/5/909/1824254>
 2. This paper includes many useful references and some of the research behind the principles of writing questions: Nora Cate Schaeffer and Stanley Presser. 2003. "The Science of Asking Questions." *Annual Review of Sociology*, 29: 65-88:
<http://arjournals.annualreviews.org/eprint/rU4UOoizjrXROhijkRIS/full/10.1146/annurev.soc.29.110702.110112>
 3. And here are updates to the 2003 article: Nora Cate Schaeffer and Jennifer Dykema. 2020. "Advances in the Science of Asking Questions." *Annual Review of Sociology*, 46.
Note that the two articles complement each other, and the new article does not replace the old:
<https://www.annualreviews.org/doi/abs/10.1146/annurev-soc-121919-054544>
- Here are some links to free journals:
 - Journal of Official Statistics: <https://content.sciendo.com/view/journals/jos/jos-overview.xml>
 - Survey Research Methods: <https://ojs.ub.uni-konstanz.de/srm/>
 - Survey Practice at AAPOR: <http://www.surveypractice.org/>
- Professional associations offer professional development through conferences, webinars, shortcourses:
 - American Association for Public Opinion Research: <http://www.aapor.org/>
 - World association for Public Opinion Research: <http://wapor.org/>
 - European Survey Research Association: <https://www.europeansurveyresearch.org/>
 - International Field Directors and Technology Conference: <https://ifdte.org/>
 - American Statistical Association Survey Research Methods section: <http://community.amstat.org/surveyresearchmethodssection/home>
- Depending on your professional and organizational memberships you may also have access to the following sites. Much relevant research is available in the Proceedings of the Survey Research Methods Section of the AStatA, which are available online.

International Journal of Public Opinion Research <http://ijpor.oxfordjournals.org/content/by/year>

Public Opinion Quarterly at AAPOR:
<http://www.aapor.org/Publications-Media/AAPOR-Publications.aspx>

Journal of Statistics and Survey Methodology at AAPOR:
<http://www.aapor.org/Publications-Media/AAPOR-Publications.aspx>

Survey Research Methods Section of AmStat where you can get to the Proceedings:
<http://community.amstat.org/surveyresearchmethodssection/home>
<http://www.asarms.org/Proceedings/index.html>

- Q-bank, which stores reports about cognitive tests of some survey questions
<http://wwwn.cdc.gov/QBANK/Home.aspx>
- Usability guidelines for web design:
<http://webstandards.hhs.gov/guidelines/>
- Site concerned with web surveys: <http://www.websm.org/>
- Guidelines for cross-cultural surveys:
<http://ccsg.isr.umich.edu/>
http://ccsg.isr.umich.edu/images/PDFs/CCSG_Full_Guidelines_2016_Version.pdf
- Matt Salganick Wikisurveys: <http://www.slideshare.net/OECDDEDU/matthew-salganik-all-our-ideas>

And here: <http://arxiv.org/abs/1202.0500>

- Sites that provide information about words, readability, and similar topics:
 1. Access to QUAID (Question Understanding Aid) by Arthur C. Graesser and colleagues, see Graesser, Arthur C., Zhiqiang Cai, Max M. Louwerse, and Frances Daniel. 2006. "Question Understanding AID (QUAID): A Web Facility That Tests Question Comprehensibility." *Public Opinion Quarterly* 70(1):3-22.
<http://quaid.cohmetrix.com/>
 2. Google's Trends and Ngrams can be useful for a quick plausible assessment of what words might be familiar. Ngrams plots the frequency of words in Google's corpus of books (but seems to stop in 2008). Here is an example:
https://books.google.com/ngrams/graph?content=housework%2C+household+tasks%2C+household+chore&year_start=1900&year_end=2015&corpus=15&smoothing=3&share=&direct_url=t1%3B%2Chousework%3B%2Cc0%3B.t1%3B%2Chousehold%20tasks%3B%2Cc0%3B.t1%3B%2Chousehold%20chore%3B%2Cc0
 3. The Corpus of Contemporary American English is here: <http://corpus.byu.edu/coca/>
 4. You can use Word to check Flesch scores, but check it against other sources:
<http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010148506.aspx>
- The Data Documentation Initiative website is here:
<http://www.ddalliance.org/>
- This is the link to my website at UW-Madison, which includes the syllabus for my full semester course in questionnaire design, which might be helpful:

<https://sociology.wisc.edu/staff/schaeffer-nora-cate-2/>