UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Questionnaire Development

2425-1-F5106P033

Learning area

Fundamentals and research methods in social and economic psychology

Learning objectives

Knowledge and understanding

- Quantitative approach in the study of behaviors and attitudes
- Psychological processes involved in question answering

Applying knowledge and understanding

- Sample survey methods and theory
- Questionnaire design and development.

Contents

The course will focus on the design, drafting, application and use of a questionnaire. Theoretical and practical skills will be provided to manage the different operational phases and to identify the pros and cons of each methodological choice. The research examples will show the importance of the questionnaire in the psychological practice to measure and analyze psychosocial behaviors and constructs. The students, divided into groups, will carry out and administer their own questionnaire, starting from the design to the communication of the results.

Detailed program

Definition and use of questionnaires in the psychological practice

Elaboration of the research objectives, and operationalization of the constructs to be investigated trough a questionnaire

Designing a questionnaire: introduction, questions, and answers

Questions on behaviors and attitudes

Types of questions (e.g. open-ended, closed-ended) and rating scales

Questionnaire pretest

Coverage and recruitment of the sample

Methods of data collection

Prerequisites

Basic knowledge of research methodology

Knowledge of the difference between quantitative and qualitative research

Knowledge of descriptive statistics

Teaching methods

Theoretical lessons (Lectures 30%), group exercises in class and at home, presentation and discussion of the exercises (Interactive mode 70%).

Assessment methods

Students must attend at least 70% of the lessons. Moreover, the completion of all the group tasks between one lesson and another (e.g. design of the questionnaire, administration for pretest) is requested. The final examination consists of an oral presentation (that will be handled in small groups) of the work done during the course.

Textbooks and Reading Materials

Zammuner, V. L. (1998). Tecniche dell'intervista e del questionario. Il Mulino.
De Leeuw, E. D., Hox, J. J., & Dillman, D. A. (2008). International handbook of survey methodology. Taylor & Francis Group/Lawrence Erlbaum Associates.

Tourangeau, R., Rips, L. J., & Rasinski, K. (2000). The psychology of survey response. Cambridge University Press.
Bosco, A. (2003). Come si costruisce un questionario. Carocci ed.
Peterson, R. A. (2000). Constructing effective questionnaires (Vol. 1). Thousand Oaks, CA: Sage Publications.
Caselli, M. (2005). Indagare col questionario: introduzione alla ricerca sociale di tipo standard. Vita e pensiero

Sustainable Development Goals