

IAB-Colloquium

zur Arbeitsmarkt- und Berufsforschung

Survey question quality prediction from question characteristics

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Questions are the measurement instrument of the survey researcher. Besides sampling, nonresponse, privacy, timeliness, and other common criteria, the quality of the question is therefore of paramount importance to total survey quality.

I will discuss the past and future of determining how good one can expect a question to be based on its formal characteristics. By formal characteristics we mean things such as the number of categories, whether or not there is a “don’t know” option, labeling of scale points, etc.

In the past survey researchers accumulated a wealth of information about what influences question quality (see e.a. Sudman & Bradburn 1974; Schumann & Presser 1981; Dijkstra & van der Zouwen 1982). These observations led to the idea that a question’s quality, as estimated through so-called MTMM experiments, could be predicted

based on its formal characteristics (Saris & Gallhofer 2007). The computer program SQP (Oberski & Saris 2007) provides such a prediction. I will discuss different approaches to what constitutes a question’s quality and explain the experimental approach taken by SQP, as well as present several of its core results. A larger project is underway to include many more experiments from over 25 countries.

**Freitag,
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10:00 Uhr

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