



Striving for equivalence in a multi country survey– comparative questionnaire design and meta data

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ESS Questionnaire Design

- Questionnaire design in a multi national survey involves additional considerations to a single nation survey
- Questionnaire design in a multi national survey (ideally) involves additional actors
- ESS approach for new modules is to bring substantive experts together with questionnaire design specialists and ESS national teams

Improving the process

- Quality enhancement review of ESS Q'aire design and pre-testing suggested a number of improvements:

- Key suggestions:
 - earlier & greater input from NCs
 - use of cognitive interviewing
 - earlier pre-testing

- Handout shows the stages of ESS questionnaire design with recent improvements shown in bold

Meta data for questionnaire design

- Questionnaire design process is difficult to document
- Process itself is complex and naturally iterative
- In a cross-national survey is more complex and involves additional actors
- Design often becomes separated from conceptual basis for including the questions

ESS Questionnaire Design Template

- Section A: Theory behind the module
- Section B: Concepts to be measured in the module / expected relationships (verbally or diagrammatically)
- Section C: Complex concepts (with sub dimensions)
- Section D: Simple concepts (single items)

Example from R4 Welfare Module

- CONCEPT NAME: Beliefs
- Sub-concept / Dimension: Risk perception
[BelRisk]
- Template 1: Conceptual Descriptions
- Template 1: Draft Questions
- Template 2: Examples of queries raised by CCT

Example from R4 Welfare Module

- Template 3: Example of points raised at meeting

- Template 4: Examples of pre-testing feedback
 - Note that document includes analysis by QDT and CCT
 - Some earlier issues eg time frame still under consideration but amended here
 - Allows triangulation of data analysis and interviewer / national researcher feedback

- Template 5: final documentation

Conclusions

- Producing meta data for the questionnaire design process is hard work!
- Documenting every decision - especially those made in meetings – not always possible
- Having final documentation of the module useful – 2386 downloads of the final documentation (much lower for iterations)
- Hoped to develop an electronic system for future rounds - paper version hard to work with
posthoc